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Ontario
Provincial Parks

Provincial Park User Survey Analysis of Data

1984

Ministry of
Natural
Resources
Ontario

ONTARIO
PROVINCIAL PARKS

PROVINCIAL PARK
USER SURVEY
ANALYSIS OF DATA

1984

Research Unit
Parks and Recreational Areas Branch

Ministry of Natural Resources
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Table of Contents

1. Introduction

2. 1984 Day Use Summary

3. 1984 Camper Summary

4. Individual Parks, Comparative Analysis

    Algonquin
    Blue Lake
    Chutes
    Driftwood
    Esker Lakes
    Ferris
    Lake of the Woods
    Lake St. Peter
    MacLeod
    Nagagamisis
    North Beach
    Pancake Bay
    Pinery
    Point Farms
    Restoule
    Sandbar
    Selkirk
    Sibbald Point

Appendix A: 1984 Provincial Park Day User Survey Questionnaire

Appendix B: 1984 Provincial Park Camper Survey Questionnaire

PROVINCIAL PARK USER SURVEY - 1984

Introduction:

The User Survey Program was established in 1974 in order to provide current information on Provincial Parks for a variety of planning, research and operational/management functions. The respondents to the surveys have been chosen in such a way as to provide a representative sample of the campers and day users of the Ontario Provincial Park System.

The program operates on a cyclical pattern. During each cycle eligible parks are surveyed once. For a number of parks, both day-use and campgrounds, the 1984 operating season represented the third completed survey period.

The information, acquired from the 1984 User Survey Program, and earlier data collected from the same parks, have been presented & discussed so that comparisons may be drawn and patterns and trends identified.

In order to summarize the raw data that has been collected in the 1984 surveys, written descriptions have also been completed. Using the overall percentage figures, this information will provide a general state of parks surveyed for this year. (Note this is only for the parks surveyed in 1984, not the entire park system).

Questions contained in the survey obtained information on the characteristics of campers and day users including: park user characteristics, extent of park use, travel data, activity participation, trip related expenditures, type of equipment used, park perception and marketing. In addition, a number of park-specific questions were added to investigate particular issues or concerns of the park manager.

1984 Day Use Summary

Characteristics of Park Users:

- over 57% of day use parties were families, 21% couples, and 16% friends. The group-type party represented less than 2% of the visitors to day use parks.
- the average party size was 4.8 with the majority coming in groups of 2 or 4 people.
- the largest proportion of visitors (36%) were of the ages 25-44 followed by 30% between 1 and 14 years of age. Senior Citizens accounted for 4% of visitors to day use parks.

Park Use:

- 74% of the day users surveyed were previous visitors to the parks. Of this group 70% had visited the previous year and 21% of these had been campers.
- the average time spent in the park was just over 4 hours, but over 62% of the visitors spent more than 5 hours in the parks.

Activity Participation:

- swimming was the most popular day use activity followed by picnicking, relaxing, and sunbathing.
- staff organized activities often had lower (less than 6%) participation rates.
- visitors spent most of their time swimming, sunbathing and relaxing.

Recommended Improvements:

- the most common recommendations concerned showers (15%) followed by beach/swim area (14%) and sanitation (12%).

Why Choose Park:

- the majority of day users chose parks for their closeness (32%) and through past experience (10%).

Expenditures:

- the total average expenditure for day users was $102.80 within 40 km (25 miles) of the park.
- note that this figure represented both Northern and Southern parks. The expenditures for Northern parks were higher due to distance travelled and type of trip.

Market Area:

- the majority of the day visitors were from the M.N.R. Central and Southwestern Regions (55%) while 10% were from the United States. (note: this was only for the parks surveyed in 1984, not the entire park system).
- of the parks surveyed 50% of visitors stayed at their permanent residence or a provincial campground while visiting the park, 16% stayed with relatives and 11% at a hotel/motel.

Marketing and Promotion Information:

- most day visitors (69%) used the park as a main destination, 17% as one of several destinations and 13% as a stopover.
- almost 69% of day users were aware of park advertising mostly by television (57%), newspapers (39%) and magazines (35%).
- 85% of visitors were not influenced by these advertisements by the parks.
- 83% of the visitors were unaware of special events and 84% are not influenced by them.
- special events will however, encourage 69% of the users to visit in the future.
- 24% of all day users visited attractions outside of the parks.

1984 Camper Summary

Characteristics of Park Users:

- over 50% of campers were families followed by 36% couples and 16% friends. Singles made up 3% and groups 1% of all campers.
- the average party size was 3.6 with the majority of users in groups of 2 (41%) or 4 (24%) people.
- the largest proportion of visitors were in the age group 25-44 followed by the 1-14 age group. Senior Citizens accounted for 5% of all campers.

Park Use:

- 49% of users were previous visitors to the park, 59% of them in the previous year, the majority of them camping.
- the average time spent in the park was 3.5 nights with over half (56%) staying only 2 nights.

Activity Participation:

- relaxing was the most popular activity (89%) followed by walking (82%), and swimming (68%).
- participation rates of over 10% were indicated for all staff organized activities.
- visitors spent most of their time relaxing, swimming and fishing.

Camping Equipment Used:

- over 38% of all campers used tents as a first piece of equipment, and 59% used them as a second piece.
- tent trailers, travel trailers and vans were also commonly used.

Recommended Improvements:

- the most common recommendations concern showers (28%), other facilities (12%) and sanitation (11%).

Why Choose Park:

- the most common reason to choose the park was convenience (14%), facilities and recreational opportunities (13%) and the park being quiet and uncrowded (12%).

Expenditures:

- the total average expenditures within 40 km of the park was $145.52.
- note that this figure represented both Northern and Southern parks. The expenditures for Northern parks were higher due to distance travelled and type of trip.

Market Area:

- the largest proportion of Ontario users were from the M.N.R. Central Region (32%).
- border provinces accounted for 9% and the United States for 19%. (note: these figures are only for the parks surveyed in 1984, not the entire park system).

Marketing and Promotion Information:

- 48% of visitors used the park as a main destination, 28% as a stopover and 24% as one of several destinations.
- 75% were aware of park advertising, mostly from television, newspapers and magazines.
- 20% of those surveyed were influenced by these advertisements in their choice of park.
- 78% of campers were unaware of special events and 91% were not influenced by them.
- 59% agreed that special events may encourage them to visit in the future.
- 40% of all users visited facilities and attractions outside of the parks they were camping in.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
Camper	50.8	36.4	0.7	8.2	3.0	1.0
Day User	57.9	21.2	1.2	15.8	2.5	1.2

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
Camper	2.9	40.9	13.8	23.5	9.8	4.9	1.5	2.7	3.6
Day User	2.4	24.8	14.7	26.1	12.9	7.7	3.1	8.3	4.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
Camper	28.0	13.6	36.9	16.3	5.0
Day User	30.1	16.7	36.1	12.9	4.1

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
Camper	27.9	38.6	10.1	23.4	$145.52
Day User	22.3	34.0	11.4	32.3	$102.80

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
Camper	49.0	51.0	58.9	41.1	90.2	9.8
Day User	73.9	26.1	70.5	29.5	21.0	79.0

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
Camper	20.2	74.0	5.8	47.6	24.1	28.2
Day User	-	-	-	69.4	17.3	13.3

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
Camper	3.2	5.0	3.1	5.7	1.8	6.8	31.6	8.9
Day USer	6.3	0.7	4.3	7.2	1.5	8.1	40.4	14.4

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
Camper	66.1	8.7	4.6	12.7	6.4	1.4
Day USer	82.9	3.6	2.3	7.6	2.2	1.4

Overall Percentages of Parks Surveyed - 1984

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
Camper	10.3	13.9	7.4	2.0	4.0	11.0	6.4	1.8	4.9	4.2	13.1
Day User	31.9	6.2	5.1	4.6	3.5	10.0	6.4	3.0	8.3	-	7.1

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
Camper	12.2	2.9	6.0
Day User	5.4	-	8.6

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
Camper	74.9	25.1	19.9	80.1
Day User	68.5	31.5	15.3	84.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
Camper	22.5	77.5	8.9	91.1	58.7	41.3
Day User	17.1	82.9	15.6	84.4	68.5	31.5

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
Camper	39.8	60.2
Day User	23.6	76.4

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelcter	Other
Camper	61.2	28.6	38.9	38.9	8.2	20.7
Day User	56.6	30.1	39.4	35.5	8.5	14.3

Overall Percentages of Parks Surveyed - 1984

Overall Percentages of Parks Surveyed - 1984

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
Camper	36.2	57.2	67.9	13.7	22.7	52.4	14.1	81.8	43.2	49.4	19.2	88.8	48.8
Day User	73.4	68.6	78.6	3.6	6.3	21.5	3.4	51.0	43.2	23.7	18.2	73.0	25.2

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
Camper	10.8	26.7	13.1	17.7	32.0	-
Day User	6.0	12.2	3.4	3.7	8.5	8.4

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
Camper	32.6	13.6	8.6	8.4	6.6	6.2	5.5	4.8	1.7	1.3	10.7
Day User	14.5	27.7	1.7	2.9	18.6	5.7	1.5	14.1	2.5	1.3	9.4

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
Camper	36.3	11.2	52.4
Day User	39.5	6.0	54.6

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
Day User	33.6	16.8	11.2	15.7	1.7	3.4	3.1	5.1	9.6
Camper	Not Applicable								

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
Camper	see following page															
Day User													5.4	1.8	1.7	6.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
Camper	see following page											
Day User	see following page											

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
Camper	see following page							
Day User	7.1	2.7	5.6	12.6	16.8	16.6	45.6	5.32

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other

Overall Percentages of Parks Surveyed - 1984

Overall Percentages of Parks Surveyed - 1984

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
Camper	38.9	23.1	16.6	6.8	7.1	7.3
Day User	Not Applicable					

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
Camper	59.3	5.1	2.1	8.8	23.1	1.5

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
Camper	18.2	14.3	10.2	5.5	1.8	4.5	2.6	13.4	1.7	1.9	1.4	15.9	1.6	1.7	3.3	1.9
Day User	10.6	2.3	11.2	6.0	2.7	2.8	1.2	29.2	0.9	1.2	1.4	23.7	see next page			

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
Camper	4.7	1.5	3.6	1.3	2.6	4.7	6.1	1.6	2.6	11.3	11.5	28.3
Day User	7.8	7.3	14.5	1.7	2.5	6.0	1.9	2.0	2.4	11.9	7.2	14.9

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
Camper	35.2	20.8	13.1	20.7	7.3	1.8	0.6	3.53
Day User	see preceding page							

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.6	-	7.8	-	1.4	2.1	7.0
4.6	1.8	2.2	2.4	-	-	8.6

Algonquin (1984)

Day Use

Users:
- families decreased to 53% while couples increased to 33%.
- the 25-44 age group was still largest at 38% while the 1-14 group decreased almost 32% to 21%. In 1977 the 1-14 and 25-44 groups each accounted for about 30% of day visitors, now there are almost twice as many 25-44 year olds as those 1-14.
- those 45+ accounted for 28% of visitors compared to 21% in 1977.
- there were half as many 15-24 year olds as those 45+.
- average party size was 3.3.

Extent of Use:
- 74% were previous visitors to the park, 40% (of that 74%) visited last year, and 26% camped.
- 41% used the park as a main destination, 45% as one of several destinations and 13% as a stop over.
- average length of stay was 5.3 hours in 1984, with 7% staying less than 1 hour.

The previous visitation data indicated that the return rate was average, but those visiting the park 2 years in succession (40%) was lower than the average of 70%.

Activities and Use of Facilities:
- only 1% felt interpretive and recreation programs were inadequate, and 58% felt they were adequate.
- viewing/photographing plants and animals (58%), relaxing (43%), and visiting viewpoints (65%) had each increased at least 10% since 1977.
- the above activities, picnicking, swimming, hiking, walking/jogging, and displays each had participation rates above 30%.
- hiking was the activity that 34% spent the most time doing (compared to campers at 19%, and the overall average of 6%), sunbathing was low at 1% compared to the overall average of 19%.
- 86% of day visitors participated in either: guided walks, displays, staff recreation or staff presentations.

Recommended Improvements:
- 22% recommended leaving the park as it was, and 13% wanted improvements to park information (an increase over 1977).
- 12% recommended improvements to recreation or interpretive programs.
- sanitation and showers were both mentioned by 9% of the visitors.

Why Choose Park:
- the majority of day visitors selected Algonquin because it was close to their home (18%), past experience (13%), or the natural setting (11%).

Expenditure:
- the average total expenditure of day visitors was $206.62.
- this figure was almost three times the average amount for all other parks surveyed.

Market Area:

- Central, Eastern and Algonquin Regions accounted for 66% of day visitors, with 13% from the border States.
- the local market was not as important as at most parks, but 18% chose the park because it was "close to home" (compared to the average of 32%), and only 3% were staying at their permanent residence (compared to the average of 34%).
- a total of 51% were staying at commercial accommodations.

Marketing and Promotional Information:

- 41% used the park as a main destination, and 45% as one of several destinations.
- 72% were aware of park advertisements, with 19% being influenced by them in their choice of park.
- 52% were aware of television advertisements and 41% of magazines.
- 21% of day visitors were aware of special events (compared to 33% of campers), and 17% were influenced to visit (which is about the same as the overall average), 60% indicated they would be influenced by special events to visit in the future.
- 39% used facilities and attractions outside of the park including local attractions (12%), restaurants (24%), stores (12%), and towns and other parks, both 7%.

Park Specific Topics:

- 30% of visitors used the park during off season mostly for hiking (32%), camping (14%), cross-country skiing (20%) and fishing (12%).
- 70% were satisfied with the level of security, those dissatisfied suggested too much noise (20%) and more patrolling (60%).
- 92% agreed park facilities were well-maintained.
- those disagreeing suggested the washrooms unclean (14%), campgrounds unclean (14%), portage signs not visible (14%) and picnic tables not maintained (14%).
- the usual first self-guided trail used was Beaver Pond (20%), Whiskey Rapids (13%), Hardwood Lookout and Hemlock Bluff (both 11%).
- the second self-guided trail was Spruce Bog (24%). Mizzy Lake and Western Uplands received no agreement.
- the first picnic area used was Lake of Two Rivers (63%), Tea Lake Dam (20%) and Canisbay (13%).
- the second picnic area used was Lake of Two Rivers (80%) and Little Madawaska River 20%.
- other areas used included the museum (63%), portage store (14%) and Pioneer Logging Exhibit (9%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1977	62.1	21.3	0.3	13.1	1.0	2.2
1984	53.2	33.1	0.0	9.7	1.6	16

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1977	30.2	14.7	33.8	16.9	4.4
1984	20.6	14.0	37.8	20.8	6.8

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1977	67.2	32.8	37.7	62.3	7.7	92.3
1984	73.6	26.4	39.6	60.4	25.7	74.3

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1977	0.0	0.0	0.2	0.9	9.3	9.8	51.3	9.4
1984	0.9	0.0	0.0	2.7	6.4	16.4	43.6	3.6

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1977	1.0	25.3	14.1	27.3	14.6	8.3	3.5	5.8	4.0
1984	1.6	37.3	22.2	23.0	7.9	4.0	2.4	1.6	3.3

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM. OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1977	17.2	47.3	4.2	31.3	$ 21.26
1984	12.2	29.7	13.2	44.8	$281.27

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1977	-	-	-	-	-	-
1984	-	-	-	41.3	45.2	13.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	80.9	2.2	1.1	8.1	4.0	3.6
1984	73.6	1.8	1.8	12.7	3.6	6.4

ALGONQUIN - DAY VISITOR

ALGONQUIN - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1977	45.1	-	27.4	4.2	9.7	46.0	0.6	-	14.4	19.7	5.2	31.4	50.4
1984	48.8	21.4	31.7	4.0	16.8	52.4	0.0	40.0	11.1	57.9	4.8	42.9	65.1

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1977	2.4	52.2	0.6	33.7	7.5	-
1984	9.5	52.4	1.6	23.0	7.9	7.3

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1977	7.9	8.4	2.8	-	-	31.6	5.6	7.4	1.3	8.9	14.9
1984	7.3	7.3	3.6	5.5	0.9	33.6	9.1	6.4	0.0	7.3	19.1

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	57.9	0.9	41.2

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1977	25.6	10.9	6.2	6.5	5.5	7.9	19.1	0.3	0.0	1.9	4.9
1984	17.9	6.0	9.4	11.1	6.8	12.8	11.1	0.0	0.0	-	7.7

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1977	0.6	0.1	10.5
1984	9.4	-	7.7

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	72.0	28.0	18.8	81.2

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	20.3	79.7	17.5	82.5	60.4	39.6

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	39.3	60.7

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	52.0	28.5	38.2	40.7	8.1	18.2

ALGONQUIN - DAY VISITOR

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1977	-	-	-	-	-	-	-	-	-
1984	3.0	7.0	21.0	22.0	8.0	16.0	10.0	6.0	7.0

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1977	5.9	-	35.7	3.4	3.2	17.6	-	4.4	1.5	-	1.4	23.0	3.9	-	-	-
1984	4.9	3.7	25.2	1.2	2.5	11.7	4.9	3.7	0.0	8.0	0.6	31.3	2.5	2.5	2.5	1.2

	RECOMMENDED IMPROVEMENTS										
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1977	19.9	3.1	3.8	2.2	8.7	7.2	10.1	4.0	1.8	2.5	2.9	-
1984	22.2	7.4	0.0	3.7	3.7	5.6	5.6	13.0	0.0	9.3	3.7	9.3

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1977	-	5.1	15.5	20.1	18.5	15.4	25.5	-
1984	6.7	0.8	2.5	19.2	16.7	15.8	45.0	5.3

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
4.1	0.5	-	-	-	-	29.2
5.6	1.9	0.0	3.7	-	-	5.6

ALGONQUIN (1984)

CAMPER

Users:

- families were fairly constant at 50% while couples visitation increased 15% (to 38%) since 1978.
- the 25-44 age group remained largest and had increased 16% to 42% since 1978.
- the 1-14 group had increased slightly to 29% while the 15-24 group had decreased.
- average party size was 4.7 people which was up from 3.3 in 1976.

Extent of Use:

- 66% were previous visitors which was an increase of 12% over 1978. 53% visited last year and 88% camped the previous year.
- vacation use was up to 85% with weekend use at 11%.
- the park was primarily a main destination (73%), which was up since 1978, and stopover visitation was down to 2%.
- the average length of stay was 5.5 nights, which was an increase of 1.6 nights since 1978.
- in 1978, 36% stayed either 1 or 2 nights, while in 1984, only 26% stayed 1 or 2 nights.

Activities and Use of Facilities:

- 5% felt interpretive and recreation programs were inadequate, while 68% felt they were adequate.
- participation in picnicking (51%), canoeing (63%), hiking (79%), viewing or photographing plants and animals (77%), visiting viewpoints (79%), guided walks (27%), displays (67%), and staff presentations (53%) have each increased since 1978.
- the only activities with participation rates below 30% were: motorboating, biking, playground, guided walks, and staff recreation.
- activities campers spent the most time doing were canoeing (24%), relaxing (21%), and hiking (19%).

Camping Equipment Used:

- 56% used tents, and 25% used tent trailers in 1984.

Recommended Improvements:

- almost 9% felt the park should be left as is.
- recommended improvements to the park consisted of showers (21%), sanitation (9%) and other facilities (10%).
- these figures were fairly constant with those in the 1978 survey.
- 90% felt the park facilities were well maintained while 9% felt some improvements could be made.
- of the 9%, the areas identified were unclean washrooms 49%, showers needed work 21% and campgrounds unclean.

Why Choose Park:

- the majority of campers chose Algonquin because of good facilities/recreational opportunities (19%), past experience (16%) and the natural setting (16%).
- past experience was also a fairly important factor in selecting the park in the 1978 survey.

Expenditures:

- the total average expenditure per party within 40 km of the park was $168.89 (highest in the province).
- most of the expenditure was for food and drink.

Market Area:

- 47% of the campers were from the Central Region of Ontario followed by the Eastern (13%) and Southwestern (10%) Regions.
- visitors from the U.S.A. accounted for 19% (12% of which were from border States).

Marketing and Promotional Information:

- most visitors were young families and couples.
- 77% were aware of park advertising and 18% of those were influenced by the ads in their choice of park.
- 60% were aware of TV ads, and 39% of newspapers and magazines.
- quite a few visitors (33%) were aware of special events and 13% of that 33% were influenced by special events to visit the park.
- 62% indicated that they would be influenced by special events to visit the park in the future.
- Algonquin was a main destination for 73%.
- 83% were on vacation trips.
- as indicated earlier, most people chose the park because of good facilities and recreation opportunities as well as the natural setting.
- 38% of users also visited facilities/attractions outside of the park including store/restaurant (36%), town (28%), gas station (4%) and canoe rental (3%).

Park-Specific Topics:

- 23% of the visitors used the park off season when they partook in activities including hiking (25%), canoeing (23%), cross-country skiing (12.6%) and fishing (12%).
- over 80% were satisfied with the level of security.
- those dissatisfied suggested there were problems of too much noise (35%), more patrolling (35%), night patrol (16%) and dog control (7%).
- 90% agreed park facilities were well maintained. Those who disagreed said washrooms were unclean (49%), showers needed work (21%) and campgrounds were unclean.
- the most commonly used self guided trails included Lookout (18%), Beaverpond (17%), Spruce Bog (10%), and Highland (11%).
- the most used picnic areas were Lake of Two Rivers, Tea Lake Dam, Canisbay, and Little Madawaska.
- other areas used included the Museum, Two Rivers Store, Portage Store, Pioneer Logging Exhibit and the Information Centre.

	TYPE OF PARTY %					
	Family	Couple	Group	Friends	Single	Other
1978	51.4	33.0	0.5	12.2	2.3	0.5
1984	49.9	38.1	1.0	8.9	1.3	0.8

	PARTY SIZE %								
	1	2	3	4	5	6	7	8+	Aver.
1978	2	41.2	15.1	23.2	9.9	5.0	1.7	1.9	3.3
1984	1	43.0	12.9	23.8	7.8	3.5	1.5	6.3	4.7

	AGE DISTRIBUTION %				
	1-14	15-24	25-44	45-64	65+
1978	25.2	25.5	36.4	11.6	1.3
1984	28.7	17.0	42.1	10.3	2.0

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1978	25.5	49.6	5.0	19.8	$38.40
1984	24.8	38.4	9.8	27.0	$191.51

	PREVIOUS VISIT TO PARK %		VISIT LAST YEAR %		CAMPED IN PARK LAST YEAR %	
	YES	NO	YES	NO	YES	NO
1978	59.0	41.0	31.0	69.0	26.4	73.6
1984	66.2	33.8	52.7	47.3	88.0	12.0

	TYPE OF TRIP %			ROLE OF THE PARK %		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1978	17.8	79.4	3.6	66.2	27.0	6.8
1984	10.9	85.1	4.0	72.9	24.9	2.3

	ORIGIN BY M.N.R. REGION %							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1978	0	0.1	0.6	0.7	1.7	11.9	45.3	13.3
1984	0	0.3	0.3	0.8	4.2	12.8	46.7	10.3

	ORIGIN %					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	74.0	3.8	0.9	10.6	8.0	2.3
1984	75.4	1.9	0.6	11.9	6.9	3.3

ALGONQUIN - CAMPER

ALGONQUIN - CAMPER

	ACTIVITIES PARTICIPATION %												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1978	36.0	-	74.9	6.4	51.6	66.2	7.9	-	45.2	30.0	4.4	80.3	54.3
1984	51.5	65.6	81.0	7.9	63.5	79.0	10.1	83.9	50.5	77.3	6.8	90.2	79.1

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	12.0	47.8	7.1	42.5	38.1	13.4
1984	27.0	67.3	15.4	52.9	41.1	-

	ACTIVITY SPENT MOST TIME AT %										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	25.7	12.5	8.0	-	-	18.4	18.7	0.9	3.8	1.2	4.4
1984	20.7	6.3	5.8	5.0	1.6	18.9	24.1	3.1	0.5	2.6	11.3

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE %		
	Yes	No	Don't Know
1984	68.1	5.5	26.5

	REASON FOR CHOOSING PARK %										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	2.1	4.1	9.6	1.0	7.0	10.7	18.9	2.1	2.7	7.7	17.2
1984	3.8	2.1	7.1	0.6	4.7	16.0	16.5	1.5	0.6	7.5	19.2

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	4.5	3.6	10.2
1984	13.3	0.9	6.2

	AWARE OF ADS %		ADS INFLUENCE CHOICE OF PARK %	
	Yes	No	Yes	No
1984	76.9	23.1	17.6	82.4

	AWARE OF SPECIAL EVENTS %		INFLUENCE OF SPECIAL EVENTS %		SPECIAL EVENTS ENCOURAGE FUTURE VISIT %	
	Yes	No	Yes	No	Yes	No
1984	32.8	67.2	12.7	87.3	62.0	38.0

	VISIT ATTRACTIONS OUTSIDE OF PARK %	
	YES	NO
1984	38.1	61.9

	TYPE OF ADVERTISING AWARE OF %					
	T.V.	Radio	Newspaper	Magazine	Transit Shelter	Other
1984	59.3	25.6	39.2	39.2	7.0	14.6

ALGONQUIN - CAMPER

ALGONQUIN -CAMPER

	TYPE OF EQUIPMENT USED %					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1978	82.9 50.4	19.8	10.0	6.7	10.1	3.0
1984	56.3	24.7	6.7	2.0	6.1	4.3

	SECOND TYPE OF EQUIPMENT USED %					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	68.9	4.4	1.1	3.3	22.2	0.0

	REASON FOR ENJOYING VISIT %															
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1978	13.8	6.2	29.9	2.0	-	11.3	-	17.2	2.2	-	-	12.9	-	1.6	-	2.0
1984	13.0	7.2	15.9	1.5	1.9	11.2	10.8	4.3	0.7	7.1	-	19.6	-	0.7	2.5	0.4

	RECOMMENDED IMPROVEMENTS %											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1978	8.6	1.3	1.6	1.6	4.6	3.0	3.9	2.8	13.0	9.0	0.9	-
1984	8.6	2.0	1.5	1.0	3.0	4.8	6.8	3.0	5.8	8.6	10.4	21.0

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.3	3.8	10.1	-	-	-	36.2
3.8	-	4.6	-	2.5	2.3	10.1

	LENGTH OF STAY (NIGHTS) %							
	1	2	3	4-7	8-14	15-21	22+	Average
1978	14.7	21.1	17.0	32.3	14.8			3.9
1984	9.6	16.9	14.3	38.3	16.1	3.6	1.0	5.5

BLUE LAKE (1984)

DAY USE

Users:
- families represented 60% of visitors and have decreased only slightly since 1978.
- groups of friends increased to 17% and couples decreased slightly to 17%.
- the 25-44 age group was predominant at 37%, with those 1-14 at 34%, both showing little change since 1978.
- the 45-64 and 65 and over age groups both decreased.

Extent of Use:
- 78% were previous visitors to the park which was an increase since 1978.
- of that 78%, 71% visited last year (an increase of 60%) and 35% camped.
- 54% used the park as a main destination in 1984 compared to the average of 69% for the parks surveyed.
- average length of stay in 1984 was 4.9 hours.
- 36% stayed longer than 6 hours in 1984 compared to 12% in 1978.
- the average party size was 4.8 compared to 4.3 in 1978.

Activities and Use of Facilities:
- 34% of visitors felt that interpretive and recreation programs were adequate.
- picnicking, sunbathing, swimming, walking and relaxing all had participation rates above 50%.
- less than 16% of visitors indicated that they participated in either guided walks, displays, staff recreation or staff presentations.
- activities visitors spent the most time doing were swimming (33%), sunbathing (19%), picnicking (14%), and relaxing (10%).

Recommended Improvements:
- 9% of visitors felt the park should be left as is.
- 16% recommended improvements to showers, 9% to sanitation and 16% to other facilities.
- cleaner grounds were recommended by 18% in 1978 and in 1984 no one made this recommendation.

Why Choose Park:
- 19% chose the park because it was close to home while 19% selected Blue Lake because of past experience.
- the beach/swimming was another factor in the selection of this park (15%).

Expenditure:
- the average total expenditure within 40 km of the park was $98.87.
- this figure was slightly higher than the provincial average of $73.64.

Market Area:

- 56% of day visitors were from the Northwestern Region of Ontario.
- a total of 68% were from Ontario and 18% from the border provinces (Manitoba).
- the local market was important because it was "close to home" and 36% were staying at their permanent residence.

Marketing and Promotional Information:

- 58% used the park as a main destination compared to the average of 69%.
- local hotels/motels (10%), private campgrounds (69%) and other provincial campgrounds (8%) were used as accommodation while visiting the park.
- 57% were aware of park advertising compared to the average of 68%.
- 10% were influenced by the advertisements in their choice of park, compared to the average of 15%.
- 57% were aware of television advertisements, 39% of newspaper and 35% of magazines.
- 17% were aware of special events and 23% of these were influenced by them to visit the park.
- 76% indicated that they would be encouraged by special events to visit the park in the future.
- 39% visited attractions and facilities outside of the park including stores (25%), town (10%), and local attractions (10%).

BLUE LAKE - DAY VISITOR

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1978	-	-	-	-	-	-	-	-	-
1984	36.0	8.0	10.0	22.0	0.0	4.0	6.0	6.0	8.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1978	21.0	-	19.6	1.7	2.8	1.7	-	21.7	3.0	-	0.6	16.2	11.6	-	-	-
1984	13.9	0.0	8.9	5.1	0.0	1.3	0.0	44.3	2.5	0.0	0.0	15.2	3.8	0.0	1.3	11.4

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1978	17.7	4.3	17.2	1.4	7.3	1.4	0.0	0.0	4.4	5.9	1.4	-
1984	9.4	6.3	6.3	0.0	3.1	0.0	0.0	0.0	0.0	9.4	15.6	15.6

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1978	1.6	11.6	25.3	22.1	12.2	15.0	12.3	-
1984	9.8	3.3	3.3	16.4	23.0	18.0	36.1	4.9

RECOMMENDED IMPROVEMENTS (CONT'D)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.4	17.8	-	-	-	-	19.5
0.0	0.0	3.1	0.0	-	-	31.3

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	13.4	12.9	11.1	14.1	6.5	14.9	6.2	1.2	9.0	1.3	3.8
1984	19.4	11.3	8.1	3.2	0.0	19.4	1.6	3.2	14.5	-	4.8

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	0.6	0.0	5.0
1984	4.8	-	9.7

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	56.9	43.1	10.3	89.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	16.7	83.3	22.7	77.3	76.3	23.7

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	30.6	69.4

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	59.5	37.8	45.9	32.4	8.1	26.3

BLUE LAKE - DAY VISITOR

BLUE LAKE - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1978	64.7	-	80.8	3.2	18.0	16.4	5.2	-	-	5.0	28.3	62.6	12.7
1984	66.2	78.5	87.7	3.1	9.4	14.1	4.7	53.1	37.5	12.7	43.8	76.6	15.6

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	0.0	5.6	2.7	2.0	6.4	-
1984	4.6	9.4	0.0	1.6	4.7	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	17.9	39.4	0.0	3.6	-	2.8	0.5	24.4	5.4	0.0	6.4
1984	10.5	33.3	0.0	3.5	19.3	3.5	0.0	14.0	3.5	0.0	12.3

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	34.5	7.3	58.2

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1978	62.5	19.3	0.7	7.9	7.4	2.3
1984	60.0	16.9	0.0	16.9	6.2	0.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1978	5.7	21.2	14.0	23.4	11.9	10.7	2.8	10.2	4.3
1984	4.5	21.2	10.6	27.3	9.1	12.1	7.6	7.6	4.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1978	34.3	13.8	33.9	13.1	4.9
1984	34.1	17.6	37.2	9.6	1.5

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Inter-tainment	Miscell-aneous	Total Aver.$
1978	10.0	17.1	0.4	72.4	$30.15
1984	13,6	32.6	21.3	32.5	$173.09

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1978	67.7	32.3	44.2	55.8	24.7	75.3
1984	78.5	21.5	70.6	29.4	35.0	65.0

	TYPE OF TRIP			ROLL OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1978	-	-	-	-	-	-
1984	-	-	-	53.8	20.0	26.2

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1978	52.8	7.2	0.0	1.4	0.0	0.0	2.1	2.1
1984	56.5	6.5	0.0	0.0	0.0	0.0	4.8	0.0

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	65.6	24.8	6.2	0.7	2.1	0.7
1984	67.8	17.7	4.8	3.2	4.8	1.6

BLUE LAKE - DAY VISITOR

BLUE LAKE (1984)

CAMPER

Users:

- family groups decreased in 1978 but in 1984 increased to its original level at 67%.
- a fairly steady increase in couples to 25% with a decrease in the number of groups of friends to 5%.
- those of the ages 1-14 decreased in 1978, but increased to 35% in 1984.
- the age group 15-24 decreased to 11% in 1984, while those over 45 increased slightly.
- the 25-44 age group remained largest and stable at 38%.
- average party size was 3.7 persons in 1984 which shows little change since 1978.

Extent of Use:

- 59% were previous visitors to the park which was an increase since 1978.
- 65% visited the previous year (a 200% increase over 1978).
- 93% of those who visited the previous year camped.
- weekend trips had decreased to 12% and vacation trips had increased to 84%.
- main destination visitation decreased between 1975 and 1978 but had increased in 1984 to represent 58% of visitation.
- stopovers increased from 1975 to 1978 and have now decreased to 20% of visitation.
- average length of stay was 5.2 nights in 1984 compared to 2.3 nights in 1978.
- 20% stayed for only 1 night in 1984 compared to 45% in 1975 and 55% in 1978.
- the previous visitation data showed those who visited two years in succession increased since 1978 to 65%, compared to the average for all parks surveyed of 59%.

Activities and Use of Facilities:

- relaxing (29%), swimming (29%), sunbathing (11%) and walking (10%) were the activities campers spent the most time doing.
- the majority of activities had participation rates above 30%.
- 28% of visitors agreed interpretive and recreation programs were adequate.
- guided walks (9%) and staff recreation (12%) had the lowest participation rates.

Camping Equipment Used:

- 29% used a tent trailer as a first piece of equipment and 26% used a tent.

Recommended Improvements:

- 14% recommended improvements to showers and 14% to sanitation.
- other recommendations included campsites (13%), other facilities (12%) and interpretive programs (9%).
- 5% indicated leave park as is, compared to 14% in 1975.

Why Choose Park:

- 16% chose the park because of the beach/swimming and 13% because of the facilities and recreation opportunities.
- the highest percentage (19%) chose Blue Lake because it was recommended by friends. This was the highest overall percentage of all parks surveyed.
- 16% chose the park on the basis of past experience.

Expenditures:

- the average total expenditure within 40 kms for this park was $163.72 which was above the provincial average.
- of this figure, the majority was spent on food and drink.

Market Area:

- the target market continued to be young families.
- North Central (18%) and Northwestern (12%) Ontario was the origin of most visitors.
- 47% were from the border provinces (Manitoba) which was an increase from 1978.
- 5% were from the border States.

Marketing and Promotional Information:

- 58% used the park as a main destination and 84% were on a vacation-type trip.
- 74% were aware of park advertising and 16% were influenced by this in their choice of park.
- 70% were aware of television advertisements, 44% of magazines and newspapers, and 35% of the radio.
- 19% were aware of special events and 8% of these were influenced by these events to visit the park.
- 66% indicated that they would be encouraged by special events to visit the park in the future.
- 52% of the campers visited facilities and attractions outside of the park, including stores/restaurants (23%), town (23%), showers (7%), fishing (7%) and laundry (5%).

BLUE LAKE - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1975	21.2	-	72.4	11.7	13.8	33.0	8.1	-	45.3	19.9	26.6	71.4	21.6
1978	39.1	-	63.2	10.9	13.9	38.4	11.1	-	41.8	13.9	25.9	75.2	19.8
1984	39.4	72.5	84.9	13.8	25.4	56.7	20.9	86.6	58.5	45.8	47.5	92.3	48.6

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1975	5.8	5.4	-	25.4	16.9	-
1978	2.2	9.7	1.9	17.8	16.2	-
1984	8.5	25.4	11.7	28.9	26.5	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1975	-	-	-	-	-	-	-	-	-	-	-
1978	39.8	20.4	3.3	-	-	6.4	1.7	1.3	7.0	0.0	5.3
1984	29.4	29.4	2.2	9.7	10.8	3.3	1.9	3.3	2.2	0.4	7.4

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	27.5	24.9	47.5

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1975	5.9	22.7	21.2	2.1	2.1	9.5	4.9	1.3	12.1	2.5	6.4
1978	3.0	21.8	15.2	3.4	2.5	8.9	7.4	3.8	8.7	3.6	6.3
1984	3.6	7.2	19.5	2.4	0.9	15.9	2.1	1.8	16.2	1.5	12.9

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1975	0.6	7.4	1.3
1978	2.1	6.5	6.8
1984	8.7	1.5	6.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	73.9	26.1	15.9	84.1

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	19.2	80.8	7.8	92.2	65.8	34.2

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	52.0	48.0

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Sheleter	Other
1984	69.6	35.0	43.8	43.8	5.6	21.9

BLUE LAKE - CAMPER

BLUE LAKE - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1975	-	-	-	-	-	-
1978	33.0	26.1	19.9	13.3	12.8	5.3
1984	26.4	29.2	23.6	5.2	6.9	8.7

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	64.1	4.7	1.6	4.7	25.0	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1975	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1978	15.2	10.3	24.7	5.2	-	2.1	-	20.4	4.1	-	-	11.4	-	2.1	-	4.2
1984	11.7	13.1	6.6	7.2	0.4	2.2	0.6	28.0	3.2	0.0	1.0	20.0	1.8	1.2	1.4	1.6

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1975	14.5	0.3	0.9	2.9	2.0	2.0	2.0	0.3	11.0	34.5	14.8	-
1978	12.4	0.0	1.8	2.0	1.5	4.6	3.8	2.5	4.3	18.5	2.0	-
1984	5.0	1.2	0.0	0.3	4.6	4.6	9.3	1.9	4.6	14.2	12.1	14.2

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.3	1.4	7.5	-	-	-	5.5
0.5	0.5	12.4	-	-	-	31.7
0.0	-	13.3	-	3.1	3.7	7.7

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1975	45.5	19.6	15.3	13.8	5.7	-	-	-
1978	55.4	16.6	9.5	12.0	6.5	-	-	2.3
1984	19.6	16.0	14.6	29.5	14.2	5.0	1.1	5.2

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
~~1975~~	66.1	20.2	0.3	10.7	-	2.6
1978	60.9	28.5	0.3	7.3	3.1	0.0
1984	67.2	25.4	0.3	5.2	1.7	0.0

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1975	35.0	16.2	37.6	9.7	1.5
1978	27.6	16.9	35.2	15.1	5.1
1984	35.4	10.9	37.9	13.3	2.5

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1975	39.9	60.1	-	-	-	-
1978	37.7	62.6	20.8	79.2	19.8	80.2
1984	58.7	41.3	64.6	35.4	93.3	6.7

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1975	-	-	-	-	-	-	-	-
1978	7.0	11.4	1.0	1.6	0.6	5.1	9.3	5.6
1984	11.6	18.5	0.0	1.1	0.4	2.5	3.6	0.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1975	2.0	26.5	16.3	26.5	16.6	6.9	3.3	1.0	-
1978	3.1	32.6	14.0	20.7	15.8	8.8	2.3	2.6	3.6
1984	1.7	28.4	11.8	35.3	13.8	5.9	0.3	2.8	3.7

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1975	-	-	-	-	-
1978	27.0	50.0	5.7	17.3	$ 27.44
1984	25.0	39.3	10.3	25.4	$196.31

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1975	26.6	61.1	12.3	41.8	18.5	39.7
1978	14.3	81.3	4.4	28.1	22.6	49.4
1984	12.1	83.8	4.1	58.0	22.0	19.9

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1975	47.3	-	40.1	-	10.8	1.4
1978	41.9	34.9	8.5	5.7	7.2	1.3
1984	38.2	46.9	5.8	5.1	3.6	0.4

CHUTES (1984)

DAY USE

(comparison with a previous year not available)

Users:

- 47% of the park visitors were families and 40% were couples.
- the average party was composed of 3 people with the largest proportion (41%), being groups of two.
- 38% were of the age group 25-44 and 25% were between the ages of 1-14.

Extent of Use:

- 66% of users had previously visited the park. Of these, 35% had been in the previous year.
- the average length of stay was 3.0 hours.
- 44% of the visitors stayed in a hotel/motel, 20% at their permanent residence and 18% at provincial campgrounds.
- 69% indicated that the Chutes was used as a stopover and only 16% as a main destination.

Activities and Use of Facilities:

- the following activities had participation rates of over 50%: picnicking (74%), swimming (56%), and viewpoints/lookouts (53%).
- guided walks, staff recreation and staff presentation all had participation rates below 4%.
- the majority of visitors time was spent picnicking (29%), swimmimg (20%), hiking (18%) and relaxing (13%).

Recommended Improvements:

- only 5% of visitors felt the park should be left as it is.
- recommended improvements included beach (32%), picnic areas (11%), trails (11%), sanitation (11%), and showers (11%).

Why Choose Park:

- over 50% of the visitors chose the park because it was convenient, 9% said it was close to residence, 7% natural setting, and 7% recommended by friends.

Expenditures:

- the average total expenditure was $53.49 with 60% of the visitors spending less than $30.00.
- the majority was spent on food and drink followed by fuel and transportation.

Market Area:

- 50% of visitors were from the Northeastern and Central Regions of Ontario.
- 38% of visitors were from the U.S.A.

Marketing and Promotional Information:

- 73% of visitors were aware of park advertising, mostly from television (42%) and magazine (35%) sources.
- 78% indicated that advertising did not influence their choice of parks.
- 91% were unaware of special events and 96% indicated they were not influenced by them.
- 64% said that special events may encourage them to visit in the future.
- 22% of the respondents visited attractions and facilities outside of the park including restaurants(18%), town (9%), stores (9%), other parks (9%), museum (9%), picnic sites (9%) and golf course (9%).

	REASON FOR CHOOSING PARK (%)										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1984	8.7	54.3	6.5	0.0	4.3	4.3	6.5	0.0	2.2	0.0	4.3

	REASON FOR CHOOSING PARK (CON'T) (%)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1984	0.0	0.0	8.6

	AWARE OF ADS (%)		ADS INFLUENCE CHOICE OF PARK (%)	
	Yes	No	Yes	No
1984	73.1	26.9	22.5	77.5

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
1984	9.3	90.7	3.6	96.4	63.6	36.4

	VISIT ATTRACTIONS OUTSIDE OF PARK (%)	
	YES	NO
1984	21.6	78.4

	TYPE OF ADVERTISING AWARE OF (%)					
	T.V.	Radio	Newspaper	Magazine	Transit Shelter	Other
1984	42.3	15.4	21.2	34.6	7.7	17.3

	TYPE OF PARTY Family	Couple	Group	Friends	Single	Other
1984	46.7	40.0	1.7	5.0	6.7	0.0

	AGE DISTRIBUTION 1-14	15-24	25-44	45-64	65+
1984	24.9	9.4	38.1	16.0	11.6

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1984	34.4	65.6	35.3	64.7	0.0	100.0

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1984	0.0	0.0	0.0	28.0	0.0	4.0	22.0	4.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1984	8.2	41.0	13.1	24.6	9.8	3.3	0.0	0.0	3.0

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1984	18.1	47.9	1.7	32.4	82.80

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1984	—	—	—	16.4	14.5	69.1

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	58.0	0.0	2.0	22.0	16.0	2.0

Chutes Day Use

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Motel/ Hotel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1984	20.6	17.6	44.1	2.9	0.0	2.9	0.0	5.9	5.9

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1984	11.9	0.0	13.4	7.5	20.9	0.0	1.5	11.9	0.0	0.0	0.0	25.4	7.5	1.5	3.0	1.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1984	5.3	10.5	31.6	5.3	10.5	0.0	0.0	0.0	0.0	10.5	5.3	10.5

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1984	13.0	18.5	27.8	25.9	7.4	9.3	11.1	3.0

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.0	5.3	0.0	0.0	0.0	0.0	5.3

Chutes Day Use

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1984	73.7	40.4	56.1	0.0	1.8	45.6	5.3	42.1	17.5	42.1	7.0	40.4	52.6

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1984	3.5	8.8	0.0	1.8	1.8	3.5

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1984	13.3	20.0	0.0	0.0	11.1	17.8	0.0	28.9	0.0	6.7	2.2

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	29.4	3.9	66.7

CHUTES (1984)

CAMPER

Users:
- family groups had decreased (to 41%) and couples had increased (to 49%).
- couples were the most prevalent group.
- the 25-44 age group was largest and fairly stable at 34%.
- 23% were in the 1-14 age group, with 21% in 45-64 group.
- those over 65 increased 31% (to 14%).
- average party size was 2.9 which was a decrease from 1979.

Extent of Use:
- 35% were previous visitors, which was an increase over 1979.
- 36% (of that 35%) visited the park the previous year and 93% camped. So visits have become more frequent.
- 6% of those who visited the previous year were day visitors (had now returned as campers).
- 86% were on vacation trips in 1984, which was similar to 1979, with only 6% on weekend trips.
- 71% used the park as a stopover, 22% as one of several destinations, and 7% as a main destination (all of which were unchanged since 1979).
- average length of stay was 1.7 nights, with 72% staying only 1 night.

The previous visitation data indicated that the return rate was low (35% compared to the overall average of 49%) and those visiting 2 years in succession was also relatively low (36% compared to the other parks surveyed at 59%).

Activities and Use of Facilities:
- 8% felt interpretive and recreation programs were inadequate and 20% felt they were adequate.
- participation in viewing/photograhing plants and animals (40%), relaxing (75%), viewpoints (66%), and displays (21%) each increased since 1979.
- as well as the above activities swimming, hiking, and walking/jogging had participation rates above 30%.
- relaxing (34%), walking (14%), and hiking (13%) were the activities campers spent the most time doing.

Camping Equipment Used:
- 29% used tents and 21% used trailers as a first piece of equipment.

Recommended Improvements:
- 15% recommended leaving the park as it is, which was very high compared to the average of 5% for the other parks surveyed.
- 10% recommended improvements to the showers and 10% to sanitation, 13% to "other facilities" and 11% to interpretive and recreation programs.

Why Choose Park:
- more users (44%) chose Chutes because of convenience than any other park surveyed.
- the second most popular reason was good facilities/ recreational opportunities at 11%.
- in 1979, 40% chose Chutes because it was a convenient stopover en route.

Expenditures:
- the average expenditure within 40 kms of the park was $78.11.

Market Area:
- 30% of the campers were from Central Ontario followed by 10% from the Northeastern Region.
- 60% of campers were from Ontario and 23% were from the U.S.A.

Marketing and Promotional Information:
- the majority of users were couples and families.
- the 25-44 year age group represented about 1/3 of all campers.
- 27% said advertising influenced their choice of the park and of this figure, 51% were aware of advertising on TV, 31% in newspapers, and 31% in magazines.
- 71% used the park as a stopover and 86% of those surveyed were on vacation.
- the majority of campers chose this park because it was convenient.
- only 10% were aware of special events but 56% said special events would encourage a visit to the park.
- 30% of users also visited facilities/attractions outside of the park including stores/restaurants 30%, museum/historical (21%) and showers (8%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	49.6	40.3	0.2	5.2	3.0	1.8
1984	41.0	49.5	0.3	5.2	2.9	1.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	3.6	43.9	14.4	20.6	10.5	5.3	1.6	0.0	3.2
1984	2.3	55.1	14.6	14.6	8.6	2.0	2.0	0.7	2.9

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	29.1	14.3	32.8	17.0	6.8
1984	22.6	7.4	34.4	21.3	14.3

	EXPENDITURES (% of total average expenditures) WITHIN 40 MI. OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	36.3	41.4	4.8	17.5	$14.86
1984	36.1	37.0	8.0	18.7	$ 95.56

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	24.1	75.9	7.1	92.9	12.9	87.1
1984	35.4	64.6	36.1	63.9	93.5	6.5

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	5.5	88.1	6.5	6.1	22.0	71.9
1984	5.9	85.6	8.5	7.3	21.8	71.0

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	0.0	1.8	3.0	3.8	2.8	7.0	34.7	11.2
1984	0.4	2.9	0.7	10.1	0.7	8.0	30.1	7.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	64.3	6.8	7.5	14.5	8.5	0.0
1984	60.4	5.4	8.0	12.0	10.9	3.3

CHUTES - CAMPER

CHUTES - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1979	47.2	26.0	23.1	9.1	13.6	8.9
1984	28.9	17.1	21.5	9.7	10.4	12.4

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	47.1	8.8	2.9	5.9	29.4	5.9

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1979	14.7	14.2	24.3	6.6	0.7	6.6	-	6.9	6.3	-	1.5	6.6	4.1	2.8	-	4.6
1984	17.4	17.4	8.0	10.3	10.3	6.4	0.0	4.8	3.4	0.9	0.7	11.5	3.7	3.2	0.9	0.9

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1979	9.9	2.2	4.6	0.4	4.0	7.3	2.4	3.1	2.0	10.6	12.3	7.3
1984	15.1	5.0	4.5	0.0	5.0	6.1	4.5	5.0	0.0	10.6	12.8	10.1

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1979	75.4	14.9	4.8	3.3	1.7	-	-	1.5
1984	71.7	18.8	3.1	5.2	0.7	1.0	0.0	1.7

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.5	-	3.7	4.0	4.4		20.3
1.1	-	5.0	-	2.2	4.5	8.4

	REASON FOR CHOOSING PARK										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	4.1	40.4	7.9	0.8	2.5	4.2	5.3	4.2	1.1	1.1	4.5
1984	5.8	44.2	4.5	0.0	1.9	6.1	3.2	0.3	1.3	0.6	10.6

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	1.7	9.0	13.0
1984	6.5	7.4	7.4

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	76.7	23.3	26.7	73.3

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	9.6	90.4	5.1	94.9	55.9	44.1

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	30.1	69.9

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	Newspaper	Magazine	Travel Newsletter	Other
1984	51.2	25.2	30.6	30.6	7.6	21.6

CHUTES - CAMPER

CHUTES - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1979	16.0	-	38.9	0.4	1.7	49.1	6.9	-	32.0	13.3	10.2	64.0	54.5
1984	23.9	25.1	36.9	0.0	2.7	53.9	7.8	75.3	27.5	39.7	15.6	74.6	66.4

	ACTIVITIES PARTICIPATION·(CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	2.5	8.7	0.8	2.9	10.6	-
1984	7.1	21.4	6.8	6.8	11.5	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1979	40.4	13.2	3.2	-	-	14.3	0.6	2.3	4.4	4.7	3.0
1984	34.0	7.5	2.0	13.8	2.0	13.4	0.4	6.7	1.6	5.9	12.7

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	19.3	7.8	73.0

DRIFTWOOD (1984)

DAY USE

(comparison with a previous year not available)

Users:

- 48% of the users were families and 33% were couples.
- the average party size was 4.8 with the majority being groups of 2 or 3 people.
- the age group of 25-44 year olds was most prevalent (41%) as well as 1-14 (23%) and 45-64 (23%).

Extent of Use:

- 48% of the visitors had previously been to the park, 44% of these came in the last year.
- the average length of stay at the park was 3.3 hours.
- 43% of visitors stayed at their permanent residence.
- other accommodations included provincial campgrounds (14%), hotel/motel (14%) and friends/relatives (21%).
- the park was used as a main destination by 39% and a stopover by 39% while 22% used Driftwood as one of several destinations.

Activities and Use of Facilities:

- picnicking, sunbathing, swimming and relaxing all had participation rates above 50%.
- activities with participation rates below 10% were canoeing, guided walks, staff recreation and staff presentations.
- visitors spent the majority of their time picnicking, swimming and hiking.

Recommended Improvements:

- 17% of the visitors felt the park should be left as is.
- recommended improvements were mentioned for more recreational programs (17%) and showers (17%).
- others mentioned included sanitation, other facilities, concessions and campsites.

Why Choose Park:

- the park is chosen mainly for convenience (15%), past experience (15%) and natural setting (15%).
- other reasons included clean, well kept, beach, and remoteness.

Expenditures:

- the average total expenditure for visitors was $56.00 with almost 72% spending less than $30.00.
- the majority of expenditure was on fuel and transportation followed by food and drink (the opposite for most parks).

Market Area:
- the majority of visitors were from the Algonquin, Eastern and Central Regions of Ontario.
- 6% were from border provinces.
- 13% were from the United States.

Marketing and Promotional Information:
- 68% of the visitors were aware of advertising for parks mostly from newspapers, magazines and television sources.
- 82% however are not influenced by advertising in their choice of park.
- only 5% were aware of special events and none indicated that special events had influenced them in their choice of park.
- in the future, 83% said special events may encourage them to visit.
- 24% of the visitors made trips outside of the park to facilities and attractions including 50% to the museum.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1984	47.6	33.3	0.0	9.5	4.8	4.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1984	23.2	5.8	40.6	23.2	7.2

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1984	47.8	52.2	44.4	55.6	33.3	66.7

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1984	0.0	0.0	0.0	0.0	56.3	6.3	6.3	0.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1984	4.3	30.4	26.1	21.7	8.7	4.3	0.0	4.3	4.8

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1984	46.4	29.2	0.0	24.4	68.38

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1984	—	—	—	39.1	45.2	13.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	68.9	6.3	12.5	12.5	0.0	0.0

Driftwood Day Use

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1984	42.9	14.3	14.3	21.4	0.0	0.0	0.0	0.0	7.1

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1984	20.0	4.0	20.0	16.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	24.0	16.0	0.0	0.0	4.0

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1984	16.7	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	8.3	8.3	16.7

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1984	0.0	21.7	8.7	30.4	17.4	13.0	8.7	3.3

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
8.3	0.0	8.3	0.0	0.0	0.0	16.7

Driftwood Day Use

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1984	73.9	52.2	56.5	4.3	4.3	17.4	0.0	26.1	21.7	17.4	4.3	52.2	30.4

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1984	9.1	13.0	8.7	0.0	17.4	8.7

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1984	5.0	25.0	5.0	0.0	5.0	10.0	0.0	40.0	0.0	0.0	10.0

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	35.3	17.6	47.1

Driftwood Day Use

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1984	15.4	15.4	0.0	0.0	7.7	15.4	15.4	7.7	7.7	0.0	0.0

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1984	0.0	0.0	15.3

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	68.4	31.6	18.2	81.8

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	4.8	95.2	0.0	100.0	83.3	16.7

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	23.8	76.2

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Sheleter	Other
1984	53.8	23.1	58.3	58.3	7.7	23.1

DRIFTWOOD (1984)

CAMPER

Users:

- there had been an increase of 33% to 42% in couples since 1977, and a decrease in family campers to 45%.
- the visitors of ages 1-14 and 40-65 have decreased as a proportion of the total.
- the 25-44 age group remain the largest and is stable at 35%.
- average party size was 3.2 persons.
- groups of 2 increased to represent 44% of all parties.
- groups of 4 or more have decreased since 1977.

Extent of Use:

- roughly 33% were previous visitors (no change since 1977).
- of the 31% who had visited previously, 45% visited the previous year and 87% camped.
- as in 1977, 73% were on vacation trips, and weekend trips decreased from 21% to 15% in 1984.
- 54% used the park as a stopover in 1984, 27% as a main destination, and 19% as one of several destinations.
- the average length of stay was consistent at 2.3 nights.
- 66% stayed only one night which was an increase over 1977.

Activities and Use of Facilities:

- 11% felt the interpretive and recreation programs were inadequate and 29% felt they were adequate.
- participation in fishing (41%), picnicking (34%), viewing or photographing plants and animals (47%), and relaxation (88%), have all increased since 1977.
- along with the above activities, sunbathing, swimming, hiking, walking/jogging, casual play and visiting viewpoints each had participation rates above 30%.

Camping Equipment Used:

- use of tents as a first piece of equipment was 46%, while 16% used tent trailers.

Recommended Improvements:

- the lack of showers was an area of major concern as 43% suggested this as a recommended improvement.
- other areas of concern were sanitation (15%) and campsite/electrical sites (6%).
- 5% recommended leaving the park as is.

Why Choose Park:

- the primary reason for choosing the park was convenience (27%), followed by quiet, remote, and uncrowded (11%) and the fact that the park was close to home (9%).
- 8% chose Driftwood because they preferred provincial parks. This was the highest percentage of all parks surveyed and was almost three times greater than the provincial average.

Expenditures:

- the total average expenditure within 40 kms of the park was $96.49, which was below the provincial average.
- the majority of money spent was for fuel and transportation, followed by food and drink expenditures.

Market Area:

- the major users were young families and couples.
- 59% of the campers were from Ontario, mainly the Eastern (17%) and Central (16%) Regions.
- border States accounted for 9% of total visitors and 18% were from other U.S. States.
- the percentage for campers from other U.S. States was the highest of all other parks surveyed (three times greater).

Marketing and Promotional Information:

- the park's convenience and quiet/uncrowded atmosphere were main reasons people chose Driftwood.
- also important were the things people enjoyed the most about the park, such as the campsites (19%), the natural setting, and swimming (10%).
- 68% were aware of park advertising and 26% were influenced by ads in their choice of park.
- television advertising reached 56%, while newspapers and magazines reached 40%.
- only 9% were aware of special events, and only 9% were influenced by special events to visit the park.
- 63% would be encouraged by special events to visit in the future.
- 23% used attractions/facilities outside of the park including stores (19%), museum/historical (17%), other parks (11%), and 8% town/village.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1977	55.5	31.8	0.3	8.6	3.1	0.6
1984	44.8	42.3	2.5	5.0	5.0	0.4

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1977	31.5	15.5	35.6	13.8	3.6
1984	23.2	15.8	35.2	20.1	5.7

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1977	33.3	66.7	17.2	82.8	15.7	84.3
1984	31.2	68.8	45.2	54.8	87.5	12.5

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1977	0.1	0.9	3.5	2.4	17.5	17.2	17.8	2.9
1984	0.0	1.4	3.3	5.6	11.2	17.2	15.8	4.2

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1977	3.2	38.4	15.1	25.6	10.1	4.4	2.0	1.2	-
1984	5.1	44.1	14.8	22.9	4.2	4.2	2.1	2.5	3.2

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1977	27.6	53.3	2.8	16.2	$18.22
1984	42.4	32.4	6.7	18.5	$119.11

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1977	21.1	73.3	5.6	31.8	16.5	51.7
1984	15.3	73.2	11.5	27.4	19.0	53.6

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	62.3	9.2	7.5	7.9	10.7	0.7
1984	58.7	7.0	7.4	8.8	18.1	0.0

DRIFTWOOD - CAMPER

DRIFTWOOD - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1977	25.6	-	66.5	7.8	20.2	42.1	4.9	-	42.6	15.8	1.6	73.9	42.3
1984	34.2	44.6	67.1	12.9	18.2	44.0	5.4	70.2	33.3	46.7	5.4	88.5	37.3

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1977	0.8	6.6	1.4	2.0	31.0	15.9
1984	7.6	11.1	6.7	3.1	41.1	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1977	14.1	7.4	9.0	-	-	3.7	3.8	0.6	5.6	0.1	1.7
1984	20.7	13.7	4.7	2.6	4.2	4.7	4.7	7.9	1.6	0.5	10.5

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	21.8	11.2	67.0

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1977	10.0	40.2	3.6	0.1	0.1	3.4	6.1	0.1	1.6	5.0	5.1
1984	9.1	27.2	4.5	1.6	4.1	7.8	4.9	1.2	2.1	4.1	7.4

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1977	15.3	0.9	8.5
1984	11.1	7.8	7.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	68.0	32.0	26.4	73.6

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	8.6	91.4	8.5	91.5	62.8	37.2

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	23.3	76.7

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Sheleter	Other
1984	56.0	24.2	40.3	40.3	10.8	32.2

DRIFTWOOD - CAMPER

DRIFTWOOD - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1977	39.5	25.4	13.2	9.4	10.8	5.0
1984	45.7	15.8	13.2	6.8	9.4	9.0

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	39.4	12.1	0.0	15.2	30.3	3.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1977	26.1	15.2	21.2	4.3	-	2.4	-	5.1	2.6	-	-	18.0	-	2.4	-	2.7
1984	22.1	19.4	17.6	6.0	0.0	1.5	0.6	10.5	0.3	2.1	0.3	15.8	0.0	0.6	2.4	0.9

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1977	9.6	1.4	4.1	0.7	3.4	1.7	1.0	2.9	1.9	19.6	30.1	-
1984	4.7	0.5	1.9	1.4	3.7	2.8	4.7	1.4	0.0	14.5	5.1	43.0

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
2.4	0.5	12.3	-	-	-	8.4
0.9	-	6.1	-	1.4	3.3	4.7

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1977	58.7	20.2	9.2	7.5	4.4			2.1
1984	65.6	12.9	5.4	9.8	4.5	1.3	0.4	2.3

ESKER LAKES (1984)

DAY USE

(comparison with a previous year not available)

Users:
- the majority of users were families (59%), with a significant proportion also in couples (18%) and friends (18%).
- the majority of groups were made up of 2 (24%) and 4 (28%) persons with the average for the park being groups with 5.8 members.
- the 25-44 year old group (36%) and ages 1-14 (32%) represented the major proportion of visitors.

Extent of Use:
- over 75% of the visitors had used the park previously. Of these 73% had visited the previous year and 37% had camped.
- the average length of stay in the park was 5.2 hours.
- 44% were staying at their permanent residence, while 24% stayed at a provincial campground.
- 68% used the park as a main destination.

Activities and Use of Facilities:
- a participation rate of over 50% was shown for picnicking, sunbathing, swimming, walking and relaxing.
- biking, guided walks, staff recreation and staff presentation all had participation rates of less than 10%.
- the majority of visitors' time was spent relaxing, swimming, sunbathing and picnicking.
- 47% felt interpretive/recreational programs were adequate.

Recommended Improvements:
- 16% of visitors felt the park should be left as it is.
- recommended improvements included beach/swimming (11%), other facilities (24%) and showers (16%).

Why Choose Park:
- the most agreed-upon reason for choosing the park was its closeness (31%).
- other reasons included past experience (10%), natural setting (15%), and facilities and recreational opportunities (10%).

Expenditures:

- the average total expenditure for the park was $69.54, although over 50% of the visitors spend less than $30.00. The majority of this was spent on food and drink followed by fuel and transportation.

Market Area:

- the majority of visitors were from the Northern Region of Ontario and border provinces.

Marketing and Promotional Information:

- 69% of the visitors were aware of park advertising, mostly by television and newspapers.
- 81% were not influenced by this advertising in their choice of park.
- the majority were unaware of special events and felt they were not influenced by them.
- 80% of the visitors felt special events would encourage them to visit in the future.
- while staying at Esker Lake, 19% of the users visited facilities and attractions outside of the park.
- those mentioned most frequently included local attractions (21%), beach (29%), and 7% each for town, stores and picnic sites.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1984	59.2	17.5	1.0	17.5	3.9	1.0

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1984	32.0	17.5	36.0	9.4	5.1

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1984	75.5	24.5	73.2	26.8	37.3	62.7

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1984	0.0	0.0	62.1	3.2	0.0	2.1	7.4	2.1

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1984	3.8	23.6	14.2	28.3	11.3	6.6	0.9	11.3	5.8

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1984	23.2	45.6	7.9	23.2	88.08

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1984	—	—	—	68.3	20.2	11.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	76.8	18.9	3.2	0.0	0.0	1.1

Esker Lakes Day Use

	REASON FOR CHOOSING PARK										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1984	31.1	1.9	0.9	4.7	2.8	10.4	15.1	6.6	4.7	0.0	10.4

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1984	3.8	0.0	7.5

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	68.7	31.3	18.8	81.3

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	28.4	71.6	29.5	70.5	79.5	20.5

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	19.1	80.9

	TYPES OF ADVERTISING AWARE OF					
	T.V.	Radio	Newspaper	Magazine	Transit Shelter	Other
1984	67.6	36.8	44.8	35.8	3.0	17.9

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1984	43.8	23.6	3.4	16.9	1.1	0.0	2.2	4.5	4.5

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1984	14.8	4.7	16.4	14.1	0.0	2.3	0.8	8.6	0.0	0.0	1.6	16.4	1.6	0.0	0.0	7.8

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1984	15.8	0.0	10.5	0.0	2.6	0.0	0.0	7.0	2.6	7.9	23.7	15.8

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1984	11.3	1.0	11.3	12.4	11.3	20.6	43.3	5.2

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.0	0.0	0.0	5.3	0.0	0.0	7.9

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1984	69.9	64.1	72.8	0.0	18.4	30.1	1.0	50.0	43.7	26.2	21.4	65.0	31.1

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1984	7.8	14.6	5.8	1.9	16.5	5.8

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1984	11.5	25.3	3.4	2.3	16.1	4.6	4.6	12.6	1.1	3.4	14.9

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	47.4	7.2	45.4

er s Use

ESKER LAKES (1984)

CAMPER

Users:

- there has been no change in type of party from that in 1978. Families remained the largest proportion at 56%, couples at 26% and friends at 13%.
- those aged 1-14 have increased 20% to 31% and the ages 25-44 have increased to 39%.
- average party size is now 3.9 persons, an increase from 3.5.

Extent of Use:

- 56% of the visitors had been to the park before, over half of these visited in the previous year, the majority of which (88%) had camped.
- weekend trips had increased to 39% and vacation trips decreased to 57%. This trend is the opposite of most other parks surveyed.
- 63% used the park as a main destination and only 10% as a stopover.
- the average length of stay was 3.5 nights which represented a small change since 1978.

Activities and Use of Facilities:

- 55% felt the interpretive and recreation programs were adequate.
- participation in picnicking (37%), viewing/photographing plants and animals (45%), playgrounds (33%), relaxing (91%), viewpoints (52%), and staff recreation (23%) had each increased at least 10% since 1978.
- as well as the above activities, sunbathing, swimming, canoeing, hiking, walking/jogging, displays, staff presentations, and fishing each had participation rates above 30%.
- 32% of campers spent the most time relaxing, 11% walking, and 10% swimming.

Camping Equipment Used:

- the use of tents as a first piece of equipment was 44%, with tent trailers at 25%.

Recommended Improvements:

- 21% recommended improvements to showers and 9% to sanitation.
- 20% to "other facilities" 8% to campsites, and 8% to interpretive programs.

Why Choose Park:

- the main factor in why people chose Esker Lakes was it was close to residence (19%).
- other factors were past experience (12%), natural setting (11%), and quiet uncrowded surroundings (14%).

Expenditures:

- the average total expenditure within 40 kms of the park was $120.59.
- the majority of expenditure was for food and drink.

Market Area:

- the highest visitation was amongst families and couples.
- 25-44 year olds were most prevalent and there was an equal number of over 45, as 14-24 year olds.
- North and Central Regions of Ontario accounted for 48% of campers.
- 63% were from Ontario (down 17% since 1978) and 30% were from border provinces (increase of 18% since 1978).

Marketing and Promotional Information:

- 57% of the campers were on vacation-type trip and 63% used the park as a main destination.
- only 10% used the park as a stopover.
- the quiet and relaxing atmosphere (21%), the natural setting (15%), and the campsites (10%) were reasons people enjoyed the park.
- 70% were aware of park advertising, and 23% were influenced by ads in their choice of the park.
- 68% were aware of TV advertising while 41% were informed through newspapers and magazines, and 32% by radio.
- there was a very high awareness of special events (42%) and quite a few (16%) were influenced by the events to visit the park.
- 68% indicated special events would encourage them to visit.
- 34% of users also visited other facilities/attractions outside of the park including stores/restaurants (17%), town/village (13%), museum/historical (15%), and other parks (11%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1978	54.2	28.9	0.6	12.6	3.4	0.3
1984	55.9	26.0	0.5	13.2	3.9	0.5

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1978	26.4	19.2	32.6	15.3	6.4
1984	31.5	14.9	39.0	12.6	1.9

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1978	48.9	51.1	29.5	70.5	27.2	72.8
1984	55.9	44.1	56.0	44.0	88.3	11.7

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1978	0.0	0.0	22.4	2.3	6.2	4.6	37.9	7.3
1984	0.0	0.0	27.7	4.3	0.5	4.8	20.7	5.2

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1978	4.1	31.6	15.1	25.2	11.6	8.1	1.7	2.6	3.5
1984	3.9	33.0	16.3	23.2	11.3	7.9	1.0	3.4	3.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1978	23.2	54.0	5.0	17.8	$ 40.75
1984	24.0	46.0	7.0	23.0	$138.03

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1978	29.2	68.2	2.6	53.5	35.0	11.6
1984	39.2	56.9	3.9	63.4	26.2	10.4

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	80.7	12.0	0.9	2.6	2.3	1.4
1984	63.2	30.3	1.6	2.7	1.1	1.1

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	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1978	25.6	-	73.2	3.7	51.2	55.2	9.5	-	40.5	26.5	7.3	79.9	31.7
1984	36.7	66.3	72.5	3.0	46.2	61.0	12.6	87.0	46.5	45.5	33.0	91.5	52.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	14.0	38.7	8.5	35.4	46.0	11.1
1984	16.0	39.0	23.0	36.0	40.5	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	27.4	13.4	12.7	-	-	10.7	15.7	1.3	5.0	1.3	3.7
1984	31.7	10.0	6.7	10.6	7.2	5.0	8.3	5.0	2.8	0.6	12.2

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	55.0	4.7	40.3

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	8.8	8.0	10.8	3.4	5.2	7.4	13.8	4.1	2.6	6.5	8.8
1984	19.3	4.5	4.9	4.0	6.3	11.7	10.8	4.0	0.9	3.6	9.9

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	4.8	3.7	12.1
1984	14.3	1.3	4.5

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	70.3	29.7	23.5	76.5

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	42.5	57.5	16.4	83.6	67.9	32.1

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	33.7	66.3

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Promot'l Newsletter	Other
1984	68.4	31.9	41.5	41.5	11.9	25.2

ESKER LAKES - CAMPER

ESKER LAKES - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1978	52.0	28.5	14.2	7.0	8.4	2.3
1984	44.2	24.9	19.8	3.6	4.1	3.6

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	69.7	0.0	9.1	9.1	12.1	0.0

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1978	16.3	10.3	29.0	4.0	4.0	0.9	-	16.3	3.6	-	-	10.6	-	0.9	-	6.4
1984	21.2	10.4	15.2	4.1	0.0	6.0	2.5	8.8	2.8	1.9	1.6	18.0	1.3	1.3	1.6	0.6

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1978	4.9	1.7	1.7	1.4	3.5	3.5	3.5	0.3	6.9	25.4	1.4	-
1984	4.8	1.2	3.0	0.6	3.6	2.4	7.9	2.4	4.8	9.1	20.0	20.6

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1978	16.5	32.1	16.5	23.7	11.2	-	-	3.4
1984	18.0	36.6	18.0	19.1	6.7	0.5	1.0	3.5

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.0	1.4	4.9	-	-	-	23.7
0.0	-	8.5	-	1.2	1.8	7.9

FERRIS (1984)

CAMPER

Users:

- family and couple visitation (41% and 38% respectively) were the most common type of party, as was the case in the 1979 survey.
- groups of friends showed an increase in visitation as compared to 1979 (up from 14% to 17%). This was also the highest percentage of this type of party of all the parks surveyed in 1984.
- 42% of the parties were groups of 2 persons and groups of 4 were next in size at 20%.
- the predominant age group was 25-44 years (39%), followed by the 1-14 age group at 26%.

Extent of Use:

- 36% were previous visitors in 1984. This represented an increase of 90% over 1979.
- of the 36% previous visitors, 70% had visited in the previous year which was a substantial increase since 1979.
- of the 70% who visited the previous year, 93% had camped in the previous year (an increase of over 300%).
- 55% were on weekend trips. The average for the other parks surveyed was 20%.
- 51% used the park as a main destination. This was an increase over the 1979 figures.
- the average length of stay was 2.6 nights.

Activities and Use of Facilities:

- 27% felt the interpretive/recreational programs were inadequate. This percentage was the highest of all parks surveyed.
- participation in relaxing (91%), hiking (47%), viewing or photography (46%), and picnicking (42%) have all increased at least 10% over 1979 results.
- the activity campers spent the most time doing was relaxing (45%), followed by sunbathing.
- in 1979, fishing was second to relaxing with a figure of 13% but in 1984 this dropped to 7%.

Camping Equipment Used:

- the highest percentage of campers (64%) used tents as their first piece of equipment, a 17% increase over 1979.

Recommended Improvements:

- 38% recommended improvements to the beach/swimming area which shows a 12% increase over the 1979 figures.
- the second highest recommended improvement was showers (21%).
- 6% think the park should be left as is.

Why Choose Park:
- the main overall reason for choosing the park was quiet, remote, and uncrowded campgrounds (46%). This was the highest percentage of all surveyed parks.
- the 1979 survey showed only 6% selected the park because it was quiet and uncrowded.
- 10% chose the park because it was close to their residence.

Expenditures:
- the average total expenditure within 40 kms of the park was $104.91.
- most of the expenditure was for food & drink.

Market Area:
- 64% of the campers were from the Central Region of Ontario followed by the Eastern (14%) and Southwestern (9%) Region.
- as indicated earlier, the majority of campers were either families or couples in the 25-44 years age group.

Marketing and Promotional Information:
- only 19% were influenced by advertising to choose the park. Of those influenced, TV was the type of advertising they were most aware of followed by newspapers and magazines.
- most people used the park for weekend trips.
- 51% selected the park as a main destination.
- return visitors showed an increase over 1979.
- awareness of special events was very low at 12%, compared to the average for other parks surveyed of 23%.
- 55% of those surveyed said special events would encourage them to visit.
- 56% visited other facilities/attractions outside of the park including pool (26%), other parks (29%), stores/ restaurants (10%), and town (8%).

Park-Specific Topics:
- if a swimming facility was developed, 46% say they would use the park more, 7% would use it less, and 16% would stay longer.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	44.3	36.7	0.8	13.6	3.3	1.4
1984	41.0	38.5	0.0	17.1	0.9	2.6

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	3.1	43.1	13.7	25.8	8.4	3.9	1.1	0.8	3.4
1984	0.8	42.0	12.6	20.2	10.1	5.9	3.4	5.0	3.7

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	21.9	25.1	36.7	11.7	4.6
1984	25.8	24.5	37.2	10.5	2.0

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	21.8	49.9	8.6	19.7	$ 28.34
1984	24.1	41.7	10.4	23.8	$123.55

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	19.1	80.9	11.4	88.6	21.4	78.6
1984	36.4	63.6	69.8	30.2	93.3	6.7

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	51.3	44.2	4.5	41.8	24.1	34.1
1984	54.6	41.2	4.2	50.8	21.2	27.1

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	0.0	0.5	0.3	0.3	2.5	13.9	61.4	8.9
1984	0.0	0.0	0.9	0.0	2.7	14.5	64.5	9.1

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	87.8	3.3	1.4	4.4	1.6	0.0
1984	91.7	3.6	0.0	1.8	1.8	0.9

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	ACTIVITIES PARTICIPATION Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	25.7	-	32.8	4.1	8.7	24.6	7.4	-	42.5	10.4	4.6	72.4	26.0
1984	42.4	57.6	35.0	8.5	11.9	47.5	15.3	77.1	44.9	45.8	4.2	90.7	40.7

	ACTIVITIES PARTICIPATION (CON'T) Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	1.4	7.1	0.3	1.4	29.2	-
1984	5.9	11.9	8.5	3.4	28.8	-

	ACTIVITY SPENT MOST TIME AT Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View points	Other
1979	42.6	7.7	13.4	-	-	7.0	1.4	2.8	7.0	0.4	3.6
1984	44.6	6.3	7.1	5.4	11.6	1.8	2.7	8.9	1.8	0.9	9.0

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE Yes	No	Don't Know
1984	10.7	26.8	62.5

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	10.4	16.4	6.4	3.8	5.6	2.4	4.9	1.8	0.2	2.4	4.6
1984	9.8	9.8	1.5	2.3	6.1	1.5	3.8	2.3	0.0	1.5	2.3

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	6.0	4.4	30.5
1984	46.2	0.8	12.1

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	83.8	16.2	18.8	81.2

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	12.2	87.8	7.1	92.9	55.0	45.0

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	56.0	44.0

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	52.1	19.1	37.4	37.4	6.1	23.7

FERRIS - CAMPER

FERRIS - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1979	54.6	21.7	10.3	4.3	13.6	3.5
1984	63.8	19.8	5.2	2.6	5.2	3.4

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	43.8	6.3	0.0	12.5	37.5	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1979	27.6	17.3	17.3	5.1	2.7	0.8	-	4.1	5.3	-	1.4	6.6	2.0	6.3	-	3.7
1984	29.8	19.3	13.8	3.9	0.0	1.1	1.1	0.0	1.7	1.1	0.0	18.8	2.2	3.3	2.2	1.7

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	3.6	0.0	25.6	2.3	4.3	9.5	1.6	2.3	5.9	2.9	10.2	10.0
1984	5.7	1.3	37.7	2.5	2.5	3.1	5.7	1.9	1.9	3.1	5.0	21.4

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
2.3	-	2.7	0.5	2.0		14.5
1.9	-	3.8	-	0.6	0.0	1.9

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1979	43.4	26.1	21.7	7.7	1.2	-	-	2.2
1984	31.6	31.6	25.4	8.8	0.9	1.8	0.0	2.6

LAKE OF THE WOODS (1984)

DAY USE

Users:

- a decrease of 18% in families (to 52%), with an increase of 75% in groups of friends (to 33%).
- couples increased slightly to 13%.
- the largest age group was those 1-14 (45%) which is an increase since 1976.
- the 25-44 group increased 8% to 31%, while the 15-24, 45-64, and 65+ groups decreased.
- average party size was 4.9 persons.

Extent of Use:

- 79% were previous visitors to the park which had decreased since 1976.
- 81% (of that 79%) visited last year (a slight increase over 1976), and 40% camped.
- 72% used the park as a main destination, with stopovers low at 9%.
- average length of stay was 4.4 hours in 1984 (26% stayed less than 1 hour in 1984, while in 1976 only 2% stayed less than 1 hour).

The previous visitation data indicated that the return rate of 79% was a bit higher than the average of 74%, and those who visited 2 years in succession was 10% higher than the average of the other parks surveyed.

Activities and Use of Facilities:

- only 3% felt the interpretive or recreation programs were inadequate, while 64% felt they were adequate.
- participation rates for hiking (29%), casual play (48%), viewing or photographing plants and animals (24%), playground (45%), visiting viewpoints (24%), and fishing (29%) have each increased since 1976.
- as well as the above activities, picnicking, sunbathing, swimming, walking, jogging, and relaxing each had participation rates above 30%.
- 23% spent the most time swimming, 18% fishing, 13% picnicking, and 10% sunbathing.
- the figure for time spent fishing was the highest compared to the 2% average of all other parks surveyed in 1984.

Recommended Improvements:

- 32% recommended improvements to the showers, (i.e. add) and 22% to other facilities.
- 19% recommended improvements to the beach/swimming area which is an 133% increase compared to 1976.
- improvements were also recommended to concession by 8% of the visitors.
- in the 1976 survey 10% recommended that the park be left as is but no one responded this way in the 1984 survey.

Why Choose Park:

- a large percentage (64%) selected this park because it was close to their residence. In fact the results were higher than the other parks surveyed.
- other reasons included good facilities/recreational opportunities (7%), remoteness (5%) and beach/swimming (5%).
- these results were consistent with those in the 1976 survey.

Expenditures:

- the total average expenditure within 40 kms of the park was $67.15 which was slightly lower than the provincial average.
- there was an equal amount spent on fuel and transportation as there was on food and drink.
- both these areas were the major forms of expenditure.

Market Area:

- the primary day visitor market was families, although groups of friends had increased substantially.
- those over 45 years of age only accounted for 10% of day visitors.
- the Northwestern Region accounted for 66% of the day visitors which was the highest percentage of all parks surveyed in 1984.
- 10% were from border States while the total percentage of U.S. visitors was 16%, which was higher than the 1976 survey results (i.e. 10%).
- 64% chose the park because it was "close to home", 46% were staying at their permanent residence and 26% at friends/relatives.
- relatively few were staying at hotels/motels (3%), private campground (6%), and provincial campgrounds (11%).

Marketing and Promotional Information:

- 50% of the visitors were aware of advertising for parks and of that percentage, 17% were influenced by the ads in their choice of park.
- awareness of TV ads was 63% followed by newspaper, radio, and magazine ads.
- 27% of day visitors were aware of special events which was fairly high compared to other parks surveyed.
- 40% said they were influenced by special events to visit. This was the highest percentage of all parks surveyed in 1984.
- 83% indicated that special events would encourage them to visit in the future.
- 28% visited facilities/attractions outside of the park including town (14%), restaurants (14%), stores (14%), museum (14%) and fishing (14%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1976	63.6	10.9	4.7	18.6	0.7	1.6
1984	52.2	13.0	2.2	32.6	0.0	0.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1976	0.7	15.8	10.9	24.0	19.0	10.3	5.1	14.2	-
1984	0.0	25.0	4.2	16.7	18.8	14.6	10.4	10.4	4.9

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1976	34.6	24.5	23.1	11.6	6.2
1984	45.0	13.6	30.9	6.8	3.7

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1976	-	-	-	-	-
1984	41.6	40.8	3.5	14.0	$81.36

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1976	85.5	14.5	77.1	22.9	18.4	81.6
1984	79.2	20.8	80.6	19.4	40.0	60.0

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1976	-	-	-	-	-	-
1984	-	-	-	72.7	18.2	9.1

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1976	76.7	1.4	0.0	0.4	0.0	0.2	1.1	0.6
1984	65.8	0.0	0.0	0.0	0.0	0.0	2.6	0.0

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1976	80.4	5.0	1.5	6.6	3.6	0.0
1984	68.4	7.9	7.9	10.5	5.3	0.0

Lake of the Woods - Day Visitor

Lake of the Woods - Day Visitor

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1976	69.8	-	75.8	10.9	9.0	16.1	2.0	-	35.2	5.1	28.2	59.0	12.4
1984	61.9	52.4	64.3	16.7	2.4	28.6	9.5	45.2	47.6	23.8	45.2	59.5	23.8

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	5.0	7.4	2.7	-	10.5	4.3
1984	4.8	4.8	9.5	4.8	28.6	9.5

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1976	21.0	47.2	3.1	-	-	2.4	0.2	10.2	6.4	2.1	7.0
1984	7.7	23.1	17.9	2.6	10.3	7.7	0.0	12.8	0.0	0.0	17.9

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	64.1	2.6	33.3

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1976	55.9	3.2	1.0	4.4	2.8	3.3	5.7	1.3	11.2	2.0	3.8
1984	64.3	4.8	0.0	2.4	2.4	2.4	0.0	0.0	4.8	-	7.1

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1976	0.5	0.0	4.9
1984	4.8	-	7.1

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	50.0	50.0	16.7	83.3

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	26.8	73.2	40.0	60.0	82.8	17.2

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	28.2	71.8

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	[illegible]	Other
1984	63.2	36.8	47.4	21.1	5.3	16.7

Lake of the Woods - Day Visitor

Lake of the Woods - Day Visitor

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1976	-	-	-	-	-	-	-	-	-
1984	45.7	11.4	2.9	25.7	0.0	0.0	2.9	5.7	5.7

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Picnic	Uncrow- ded	Good Weather	Clean Lake
1976	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	14.3	0.0	4.8	4.8	0.0	7.1	0.0	26.2	0.0	0.0	0.0	38.1	9.5	2.4	0.0	4.8

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1976	10.0	3.6	8.1	4.3	5.8	3.8	0.9	0.9	4.3	1.1	38.3	-
1984	0.0	2.7	18.9	2.7	2.7	0.0	2.7	2.7	0.0	0.0	21.6	32.4

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1976	1.9	7.8	14.9	14.8	18.8	16.6	25.2	-
1984	26.3	2.6	13.2	18.4	21.1	21.1	23.7	4.4

RECOMMENDED IMPROVEMENTS (CONT'D)						
Conces- sions	Clean Grounds	Camp- sites	Food/ [illegible]	Animal Control	Spray for Insects	Other
7.4	4.7	1.1	-	-	-	5.6
8.1	0.0	0.0	0.0	-	-	5.4

LAKE OF THE WOODS (1984)

CAMPER

Users:

- there was an increase in couples to 27% and in friends to 13% since 1976 with a decrease in families to 57%.
- an increase of those 45 years and older to 27% and a decrease to 28% of those under 14.
- the 25-44 age group was stable and largest at 32%.
- average party size was 3.9, consistent with the figure from the 1976 survey.

Extent of Use:

- 79% were previous visitors.
- 81% of these visited last year and 93% camped.
- 7% of those who visited previously were day visitors and now had returned as campers.
- weekend trips were almost 53%, which was high compared to the average of the parks surveyed.
- 41% were on a vacation-type trip, which was similar to the 1976 survey.
- 79% used the park as a main destination.
- the average length of stay increased over the 1976 figure to 3.4 nights.

Activities and Use of Facilities:

- 36% felt the interpretive or recreation programs were adequate.
- participation rates in motorboating (53%), hiking (48%), viewing or photographing plants and animals (49%), playground (45%), relaxing (90%), visiting viewpoints (31%) and fishing (68%) had each increased since 1976.
- as well as the above activities, picnicking, sunbathing, swimming and walking had participation rates above 30%.
- activities campers spent the most time doing were fishing (39%), relaxing (30%) and swimming (8%). The results showed an increase of 108% in fishing and a decrease of 73% in swimming.

Camping Equipment Used:

- 30% used travel trailers in 1984 compared to 21% in 1976.
- the use of tents had decreased from 40% to 23% in 1984.

Recommended Improvements:

- 4% felt the park should be left as is compared to 9% in 1976.
- the most recommended improvement was showers (39%).
- other areas mentioned were campsites/electrical sites (16%, highest percentage for 1984), and other facilities (15%).

Why Choose Park:

- the major reason for choosing the park was the aquatic recreation with 19% of the campers selecting that reason (the highest of all parks surveyed in 1984).
- other important reasons were close to home (17%), past experience (15%), and the quiet/uncrowded atmosphere (15%).

Expenditure:

- the total average expenditure per party within 40 kms of the park was $132.19.
- the majority of this figure was spent on food and drink, followed by fuel and transportation.

Market Area:

- 38% of the visitors were from Northwestern Region, followed by North Central (5%) and Central (3%).
- in total, visitors from Ontario accounted for 48%.
- border States represented 33% of visitors and border provinces accounted for 11%.
- total U.S. visitation was the highest of all parks surveyed in 1984.

Marketing and Promotional Information:

- 66% were aware of park advertising and 10% of that percentage were influenced by the ads in their choice of park.
- 59% were aware of TV ads with 45% aware of radio ads, and 41% aware of ads in newspapers or magazines.
- only 7% were aware of special events and of that percentage only 5% were influenced by special events to visit the park.
- 67% indicated special events would encourage a visit in the future.
- 28% also visited attractions/facilities outside of the park including stores/restaurants (59%) and town (12%).

LAKE OF THE WOODS - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1976	45.1	-	74.2	37.1	14.0	36.2	7.5	-	48.0	28.9	24.4	75.1	19.1
1984	40.9	44.2	51.9	53.4	8.1	47.9	19.3	75.6	41.1	49.1	45.3	89.6	31.3

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	2.0	6.5	0.1	0.0	53.4	4.0
1984	2.5	7.4	9.2	3.1	68.1	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View-points	Other
1976	29.6	30.4	18.6	-	-	6.3	2.0	2.0	3.4	0	7.6
1984	29.7	8.2	38.6	2.5	3.2	1.3	1.3	4.4	1.9	0	8.8

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	38.9	15.4	45.6

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1976	17.0	5.2	11.9	2.8	3.2	8.3	10.4	1.8	6	15.0	8.3
1984	16.8	4.2	6.0	2.4	3.0	15.0	7.2	0.6	0	19.2	9.0

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1976	5.9	1.5	2.6
1984	15.0	0	1.8

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	66.2	33.7	10.3	89.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	7.5	92.5	4.7	95.3	67.4	32.6

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	27.9	72.1

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	59.3	44.9	41.1	41.1	6.6	19.8

LAKE OF THE WOODS - CAMPER

LAKE OF THE WOODS - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1976	39.6	20.7	25.0	15.4	8.0	3.8
1984	23.0	18.2	29.7	18.8	3.0	7.3

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	55.9	5.9	0.0	14.7	17.6	5.9

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1976	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	21.8	12.1	11.7	4.2	0.4	1.7	0.8	6.3	2.1	4.6	0.8	13.0	0.0	1.3	16.7	2.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1976	9.0	1.0	5.3	6.1	4.1	5.4	2.6	3.7	7.2	16.1	25.1	-
1984	3.8	0.5	1.9	1.4	1.4	1.0	1.9	0.0	1.9	6.7	14.8	39.2

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1976	27.5	33.5	18.0	16.4	6.6	-	-	2.8
1984	17.4	28.4	27.1	22.6	1.9	1.3	1.3	3.4

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.2	0.6	8.4	-	-	-	4.2
0.5	-	16.3	-	1.0	1.9	5.7

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1976	69.0	20.2	1.8	7.0	1.7	0.3
1984	57.4	26.6	0.0	13.0	1.2	1.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1976	34.4	15.8	32.6	14.9	2.4
1984	27.8	12.7	32.1	22.9	4.6

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1976	60.6	39.4	41.5	58.5	59.5	40.5
1984	78.6	21.4	81.5	18.5	93.4	6.6

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1976	29.6	5.2	0.0	0.3	0.8	1.2	6.1	0.6
1984	37.6	5.1	0.0	0.6	0.0	0.6	3.2	0.7

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1976	1.7	28.2	16.0	26.2	14.6	7.1	2.9	3.4	3.9
1984	1.2	30.5	21.0	21.0	14.4	7.2	2.4	2.4	3.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM. OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1976	29.1%	64.6%	6.3%	-	$19.71
1984	27.1%	35.2%	12.2%	25.5	$171.72

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1976	53.7	43.6	2.7	-	-	-
1984	53.3	40.8	5.9	79.3	10.7	10.1

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other U.S.	Other
1976	43.8	9.1	.6	38.9	6.2	1.9
1984	47.8	10.8	1.3	33.1	6.4	0.6

LAKE ST. PETER (1984)

CAMPER

Users:

- all group types had been consistent in visitation since 1977, with families predominant at 55% and couples at 36%.
- organized groups were nonexistent both survey years.
- the 25-44 year old age group had increased 28% (to 42%) since 1977 while the 15-24 year old group had decreased by 51% to 9%.
- the 1-14 group was substantial at 32%.
- the largest proportion of parties were made up of two people, these accounted for 41.5%.

Extent of Use:

- 46% were previous visitors, an increase from 24% in 1977.
- of the 46% who had visited before, 51% visited the previous year (an increase of 74% since 1977) and 82% of these had camped.
- as in 1977, 71% were on vacation and 27% were on weekend trips.
- the park's role as a major destination had increased from 50% to 61%, while stopovers decreased from 15% to 7% (a decrease of 53%).
- the average length of stay showed little change since 1977 (4 nights).
- those staying one night decreased from 25% to 14% (a decrease of 56%).

Activities and Use of Facilities:

- 47% felt the interpretive or recreation programs were adequate.
- participation in picnicking (41%), canoeing (43%), viewing or photographing plants and animals (48%), relaxing (96%), visiting viewpoints (58%), had each increased since 1977.
- as well as the above activities, sunbathing, swimming, walking, casual play and fishing, each had participation rates above 30%.
- 37% spent the most time relaxing and 20% swimming.

Camping Equipment Used:

- tents were the most commonly used (37%), although 31% used tent trailers.

Recommended Improvements:

- 22% recommended that improvements be made to either the interpretive or recreation programs, the largest percentage of all parks surveyed.
- 21% recommended improvements be made to sanitation and showers.
- 7% to trails and 8% to campsites.

Why Choose Park:

- the most agreed upon reasons for choosing the park included past experience (15%), quiet/uncrowded (15%), facilities/recreational opportunities (14%) and general interest (13%).

Expenditures:

- the average total expenditure was $132.00. This was slightly below the average for the parks surveyed.
- 50% of the campers spent under a total of $75.00.
- the average visitor spent 40% of their total expenditure on food and 25% on fuel and transportation.

Market Area:

- Central, Eastern and Algonquin Regions accounted for 86% of visitation.
- the local market was not very important since only 5% chose the park because it was close to home.

Marketing and Promotional Information:

- 87% were aware of park advertising and 18% were influenced by the ads in their choice of park.
- most awareness was of television advertisements, newspapers and magazines.
- awareness of special events was 18% which was slightly below the average for the parks surveyed.
- only 6% were influenced by the special events. While 56% agreed they would be encouraged by them.
- 50% of the visitors made trips outside of the park to visit attractions.
- the facilities/attractions mentioned most often included stores/restaurants (29%), town (20%) and other parks (14%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1977	56.8	33.4	0.0	7.7	1.9	0.2
1984	55.3	36.2	0.0	7.4	1.1	0.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1977	2.3	38.5	15.4	22.8	14.5	3.6	1.0	2.0	-
1984	1.1	41.5	13.8	27.7	8.5	2.1	1.1	4.3	3.4

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1977	31.1	18.6	32.8	14.4	3.1
1984	31.8	9.2	42.0	12.1	4.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM. OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1977	21.9	56.3	3.1	18.7	$ 32.30
1984	24.9	39.4	11.9	23.7	132.07

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1977	37.2	62.8	29.5	70.5	17.7	82.3
1984	46.2	53.8	51.2	48.8	81.8	18.2

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1977	25.9	71.8	2.3	50.0	34.8	15.2
1984	26.6	71.3	2.1	61.3	31.2	7.5

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1977	0.1	0.0	0.8	0.7	2.6	18.3	63.3	6.6
1984	0.0	0.0	1.3	3.8	6.3	21.5	58.2	3.8

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1977	92.4	0.8	0.0	2.5	3.0	0.6
1984	94.9	1.3	1.3	2.5	0.0	0.0

LAKE ST. PETER - CAMPER

LAKE ST. PETER - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1977	22.6	-	78.9	16.8	33.0	58.5	7.5	-	46.8	16.9	5.6	81.2	39.2
1984	40.7	74.2	87.1	17.6	43.0	66.7	14.1	91.4	48.4	48.4	9.8	95.7	58.1

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1977	1.9	17.3	1.3	1.5	44.3	10.9
1984	16.1	19.4	11.8	7.5	45.2	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Bike	Canoe	Picnic	Casual Play	View Points	Other
1977	29.3	25.4	9.7	-	-	4.1	5.8	0.9	5.0	0.8	1.7
1984	37.2	19.8	5.8	4.7	8.1	4.7	7.0	3.5	2.3	0.0	7.0

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	47.1	14.9	37.9

LAKE ST. PETER - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1977	44.1	33.7	11.5	10.8	6.7	2.3
1984	36.6	31.2	10.8	11.8	5.4	4.3

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	56.7	0.0	0.0	6.7	26.7	0.0

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1977	21.5	7.2	24.9	5.9	1.8	0.5	-	8.2	3.3	-	-	15.4	-	5.3	-	6.2
1984	26.2	11.0	7.9	5.5	0.6	1.2	6.1	15.2	1.2	0.0	0.6	11.0	2.4	3.7	1.8	5.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1977	5.6	0.0	6.5	1.6	0.3	9.0	2.8	1.6	1.9	5.6	30.6	-
1984	8.2	0.0	1.2	0.0	7.1	9.4	12.9	1.2	4.7	4.7	9.4	16.5

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.6	0.0	19.3	-	-	-	14.6
2.4	-	8.2	-	1.2	1.2	11.8

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1977	24.7	23.6	18.8	23.8	9.0	-	-	3.6
1984	13.8	28.7	16.1	31.0	9.2	1.1	0.0	4.0

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1977	7.5	18.0	6.7	2.6	0.0	2.1	17.6	0.5	0.0	10.6	2.3
1984	4.9	5.8	9.7	1.9	12.6	14.6	1.9	2.9	6.8	3.9	13.6

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1977	8.0	4.1	20.0
1984	14.6	1.0	5.8

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	86.8	13.2	17.5	82.5

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	17.8	82.2	5.7	94.3	55.9	44.1

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	50.0	50.0

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	55.4	29.5	42.3	42.3	14.1	24.4

LAKE ST. PETER - CAMPER

MACLEOD (1984)

CAMPER

Users:

- families decreased to 47% and couples increased to 44%.
- the 1-14, 15-24 and 25-44 age groups all decreased since 1979, and the 45-64 age group was most prevalent at 28%. Those over 65 represented 12% of campers.
- average party size was 3.1 persons.

Extent of Use:

- roughly 1/3 were previous visitors in 1984, 61% visited the previous year, and 92% camped (a 400% increase).
- 8% of those who visited MacLeod the previous year were day visitors (and have now returned as campers).
- type of trip had not changed significantly, with the majority, being a vacation trip (83%).
- stopovers were high at 59% (compared to the provincial average of 28%), while main destinations were low at 19% (compared to the provincial average of 48%).
- the average length of stay was 2.3 nights.
- 66% stayed for only one night in 1984, which was a 12% increase over 1979.

Activities and Facilities:

- 20% felt interpretive programs were adequate, 12% felt they were inadequate, and 68% didn't know.
- participation in viewing/photographing plants and animals (32%), relaxing (89%) had increased since 1979.
- as well as the above activities, swimming, walking/jogging, and fishing had participation rates above 30%.
- relaxing (12%), fishing (15%), walking (14%), were the activities people spent the most time doing.

Camping Equipment Used:

- 26% used a tent trailer as camping equipment and 20% used a tent, which was the reverse of the provincial average.

Recommended Improvements:

- the main recommended improvement to the park was showers (48%). This figure was the highest of all the parks surveyed.
- other improvements suggested were sanitation (8%), and campsites (7%).
- 3% recommended to leave the park as is.

Why Choose Park:

- the majority of campers (39%) chose to stay at MacLeod because it was convenient, which is consistent with the 1979 survey.
- the second most popular reason was the good facilities and/or recreation opportunities (14%).

Expenditures:

- the average total expenditure within 40 kms of MacLeod was $107.98 which was slightly lower than the overall provincial average.
- the majority of the expenditure was on fuel & transportation whereas almost every other park indicated most money was spent on food and drink.

Market Area:

- the main user groups were families and older couples.
- 22% of the campers were from Central Ontario and 21% were from the North Central Region.
- 11% were from other parts of Canada excluding border provinces.
- 10% indicated their permanent residence as border States.

Marketing and Promotional Information:

- 59% used the park as a stopover.
- 83% were on vacation-type trip.
- the park's convenience and facilities/recreation opportunities should be promoted since these were reasons why people chose the park.
- 83% were aware of park advertising.
- 24% were influenced by the advertisements in their choice of park (compared to the average of other parks surveyed, those aware of advertisements was 8% higher).
- 55% were aware of TV advertisements, 29% newspaper and magazine, and 20% radio.
- there was an extremely low awareness of special events (5%), and only 9% (of that 5%) were influenced by special events to visit the park.
- 56% would be encouraged by special events to visit in the future.
- 30% of the users visited other facilities and attractions outside of the park including stores/restaurants (18%), town (18%), showers (15%), laundry (12%) and theatre (3%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	56.6	33.4	0.6	3.5	3.2	2.5
1984	47.5	43.7	0.0	5.5	2.2	1.1

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	30.7	13.2	33.0	17.1	6.0
1984	23.3	10.7	26.3	27.9	11.8

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	25.6	74.4	9.8	90.2	18.2	81.8
1984	34.3	65.7	60.7	39.3	91.9	8.1

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1979	0.9	14.7	3.5	1.3	3.5	9.2	25.8	10.3
1984	0.6	21.0	4.2	5.4	1.2	6.0	22.2	7.8

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	4.3	37.0	16.8	26.4	9.6	3.6	2.3	0.0	3.3
1984	2.2	49.7	14.9	18.8	7.7	5.0	0.6	1.1	3.1

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1979	31.0	43.1	5.3	20.5	$ 46.39
1984	39.5	33.1	10.0	17.5	$134.21

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	9.0	83.5	7.4	21.7	24.6	53.7
1984	7.1	83.2	9.8	19.3	22.1	58.6

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	69.5	7.7	7.0	9.6	3.5	0.0
1984	68.4	1.8	10.8	9.6	6.0	3.6

MACLEOD - CAMPER

MACLEOD - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	20.1	-	52.7	15.8	10.4	34.2	9.7	-	33.5	14.4	5.4	75.9	19.8
1984	20.5	27.1	42.9	17.5	7.9	28.2	8.5	72.3	19.2	31.6	5.6	88.7	26.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	2.2	5.8	0.4	2.2	44.6	-
1984	2.8	6.2	7.9	1.1	31.6	

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Bike	Canoe	Picnic	Casual Play	View Points	Other
1979	37.6	14.2	20.4	-	-	2.7	2.2	0.4	4.4	0.9	3.0
1984	41.7	8.6	14.7	14.1	1.2	2.5	1.8	3.7	0.0	0.6	10.9

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	19.9	11.9	68.2

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	7.9	36.1	3.9	3.2	2.1	6.6	5.3	3.2	2.9	7.6	1.3
1984	3.5	38.7	3.0	4.0	2.5	4.5	4.0	1.0	1.5	4.0	13.6

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	1.6	6.1	12.4
1984	7.5	6.0	6.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	82.6	17.4	24.0	76.0

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	5.2	94.8	9.3	90.7	56.5	43.5

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	29.8	70.2

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	55.1	19.9	29.5	29.5	5.7	21.1

MACLEOD - CAMPER

MACLEOD - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1979	31.4	20.5	21.5	14.1	12.2	6.1
1984	19.7	15.3	25.7	14.2	12.0	12.6

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	52.6	5.3	10.5	5.3	26.3	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1979	20.3	15.2	19.7	9.2	7.2	1.6	-	7.4	4.3	-	0.6	7.3	0.0	3.3	-	3.7
1984	22.6	13.6	10.9	6.4	6.0	3.4	1.5	4.5	1.1	1.1	0.8	16.2	0.0	1.9	7.5	2.3

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	9.2	1.3	1.3	2.2	3.5	6.3	2.5	3.5	2.2	8.2	13.6	20.9
1984	3.3	0.8	1.2	0.4	0.0	2.1	3.3	0.8	1.2	8.2	14.8	47.7

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1979	58.4	15.1	9.6	9.6	7.2	-	-	2.6
1984	65.7	12.8	7.0	9.3	3.5	1.2	0.6	2.3

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.6	-	3.5	4.7		3.2	12.3
2.5	-	6.6	-	0.8	2.9	3.3

NAGAGAMISIS (1984)

CAMPER

Users:

- there was a decrease in families (to 45%) and an increase in couples (to 38%).
- age distribution was fairly constant; the 25-44 age group being most prevalent (38%).
- there were as many 45-64 year olds as 1-14.
- average party size was 3.4 persons.

Extent of Use:

- 37% were previous visitors which is the same as in 1978.
- 53% visited the previous year (a 70% increase since 1978), and 97% camped.
- 3% who visited the previous year were day visitors (and had now returned as campers).
- 87% were on vacations and 9% on weekend trips.
- main destination use was predominant at 40% (up 6%), and 24% used the park as a stopover.
- average length of stay in 1984 was 3.6 nights, up since 1978.
- 32% stayed at the park for only one night (a decrease since 1978).

Activities and Facilities:

- 13% felt recreation and interpretive programs were inadequate, and 31% felt they were adequate.
- participation in picnicking (36%), motorboating (41%), hiking (55%), viewing/photographing plants and animals (59%), relaxing (87%), viewpoints (41%), and displays (33%) had each increased at least 10% since 1978.
- as well as the above activities, sunbathing, swimming, walking/jogging, and fishing each had participation rates above 30%.
- 33% spent the most time relaxing, and 29% fishing.

Camping Equipment Used:

- 40% used tents and 19% used tent trailers as camping equipment.

Recommended Improvements:

- the most recommended improvement to the park was in the area of campsites/electrical sites (15%).
- 15% also recommended improvements to the showers and 12% to sanitation.
- 7% suggested the park be left as is.

Why Choose Park:
- an equal percentage (16%), chose Nagagamisis because it was convenient and it was quiet, remote, and uncrowded.
- 14% selected this park because of good facilities/recreation opportunities and 12% because of aquatic recreation (which was high compared to the provincial average of 4%).

Expenditures:
- the total average expenditure within 40 kms of the park was $106.52, slightly lower than the average of the other parks surveyed.
- the main expenditure was on food and drink followed by fuel and transportation.

Market Area:
- 58% of the campers were from Ontario with 23% coming from Central Ontario and 17% from the Northern Region.
- border States made up 31% of the campers, which is twice as many as other parks surveyed.

Marketing and Promotional Information:
- Nagagamisis was a main destination for 40% of those surveyed and 37% said it was one of several destinations.
- the type of trip was mainly a vacation (87%), followed by a weekend trip (9%).
- the main overall reasons for enjoyment of the park were quiet/relaxing (22%), campsites (15%), fishing (15%), and natural setting (12%).
- 73% were aware of park advertising and 30% of that percentage were influenced in their choice of park by the ads.
- 69% were aware of TV ads, 45% of newspaper and magazines, and 31% of radio ads.
- there was a very low awareness of special events (10%), and only 9% of those people were influenced by the special events to visit the park.
- 57% indicated that they would be encouraged by special events to visit the park in the future.
- 36% of users also visited other facilities and attractions outside of the park including stores/restaurants (22%), town/village (16%) and showers(10%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1978	57.6	30.1	0.0	8.0	2.7	1.5
1984	45.2	38.3	1.1	9.0	4.8	1.6

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1978	2.7	36.9	19.2	19.9	11.2	5.4	2.0	2.7	3.4
1984	4.8	42.3	15.9	20.1	6.3	5.3	1.1	4.2	3.4

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1978	24.0	15.8	34.4	21.7	4.0
1984	22.2	13.7	38.5	21.7	3.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1978	31.1	43.4	7.6	17.8	$ 31.28
1984	32.3	36.2	7.3	24.1	$126.35

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1978	37.3	62.7	23.4	76.6	22.0	78.0
1984	37.0	63.0	52.9	47.1	97.2	2.8

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1978	14.0	82.6	3.4	33.7	37.8	28.4
1984	8.9	87.4	3.7	39.8	36.6	23.6

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1978	0.2	2.5	22.5	2.2	3.0	3.8	19.6	7.1
1984	0.0	1.7	17.4	4.7	0.6	4.7	22.7	6.4

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	61.1	1.1	0.4	27.7	6.9	0.9
1984	58.2	1.7	0.0	30.8	8.1	1.2

NAGAGAMISIS - CAMPER

NAGAGAMISIS - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1978	20.7	-	49.8	27.3	20.0	35.2	13.3	-	27.6	21.9	3.2	74.6	19.7
1984	35.9	42.9	53.3	41.5	26.2	54.9	16.5	75.0	26.6	58.7	3.8	87.0	40.8

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	2.7	8.9	3.4	4.4	58.4	-
1984	10.9	32.6	10.3	7.6	62.2	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	34.3	6.2	34.0	-	-	3.6	4.4	1.5	3.3	0.0	5.1
1984	33.0	5.7	29.0	3.4	1.1	4.5	5.1	4.5	0.0	0.6	13.1

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	30.9	12.9	56.2

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	4.1	21.9	6.1	2.4	5.8	7.7	13.4	2.7	1.3	13.2	5.5
1984	7.5	15.8	5.6	1.4	3.7	9.3	3.3	1.9	1.9	11.6	14.4

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	3.8	5.4	6.8
1984	15.8	1.9	6.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	73.4	26.6	29.6	70.4

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	9.8	90.2	9.1	90.9	56.9	43.1

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	35.9	64.1

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	68.8	30.9	44.6	44.6	9.3	20.9

NAGAGAMISIS - CAMPER

NAGAGAMISIS - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1978	37.1	22.4	19.2	16.6	9.9	7.9
1984	40.5	18.9	15.3	11.1	6.8	7.4

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	57.1	0.0	5.7	11.4	17.1	8.6

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1978	20.8	18.8	26.3	4.7	4.7	2.1	-	20.8	1.4	-	-	12.1	-	2.1	-	2.9
1984	22.2	14.9	11.5	5.2	0.3	3.5	2.4	2.7	1.4	1.7	0.7	11.5	3.8	1.4	14.6	2.1

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1978	6.3	0.7	2.9	3.4	2.2	2.5	4.7	4.8	1.6	25.9	0.4	-
1984	6.7	0.6	4.9	3.7	2.4	2.4	8.5	1.8	0.6	12.2	11.6	14.6

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1978	37.2	24.2	11.5	18.2	9.0	-	-	2.8
1984	32.0	21.9	12.4	23.6	7.3	1.7	1.1	3.6

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.2	0.5	6.3	-	-	-	34.8
0.6	-	15.2	-	0.6	5.5	7.9

NORTH BEACH (1984)

DAY USE

Users:

- there was a decrease (11%) in families and an increase (43%) in couples.
- groups or friends were substantial at 19%.
- the 25-44 age group was most prevalent (39%) and had increased 34% since 1976, while the 1-14 and 15-24 groups had decreased.
- those 45-64 had increased 38% and those over 65 had increased 86% to account for 3% of total visitors.
- average party size in 1984 was 4.3 people.
- parties of 2 were predominant at 25%.

Extent of Use:

- 81% were previous visitors to the park, 79% of these had visited the previous year giving the park a return rate 7% higher than average.
- for 70% of respondents the park was a main destination, one of several for 16% and a stopover for 13%.
- length of stay was over 4 hours on average with only 5% staying less than one hour.

Activities and Use of Facilities:

- 34% felt that recreation and interpretive programs were adequate.
- relaxing (80%) has showed the greatest increase since 1976.
- picnicking, sunbathing, swimming, walking, casual play and relaxing all had participation rates above 30%.
- swimming (43%), sunbathing (24%), relaxing (10%), and picnicking (10%), were activities visitors spend the most time doing.

Recommended Improvements:

- 27% recommended improvements to the beach area. This had increased 57% since 1976.
- others mentioned were concessions (18%) and picnic area (13%).

Why Choose Park:

- the closeness of the park was the most agreed upon factor (42%).
- other factors included convenient (8%), beach/swimming (8%), and past experience (7.6%).

Expenditures:

- the average total amount spent was $62.10. This was well below the average for the parks surveyed.
- over 72% of the visitors spent less than $30.00.
- the average visitors spent 41% of their total expenditures on food and 24% on fuel and transportation.

Market Area:

- more than 50% of the visitors were families and 20% each of couples and groups of friends.
- 70% used the park as a main destination.
- 48% stayed at their permanent address while using the park and 21% stayed with friends or relatives.
- 89% were from the Eastern and Central Regions of Ontario.

Marketing and Promotional Information:

- 70% were aware of park advertising and 12% were influenced by the advertisements in choosing North Beach.
- 58% were aware of special events and 8% of these were influenced by the special events to visit the park.
- 69% would be encouraged by special events to visit the park in the future.
- over 13% of the visitors went to attractions outside of the park.
- attractions mentioned included local attractions (25%), and other parks (17%).

Park-Specific Topics:

- 65% were satisfied with the level of enforcement and security.
- of those dissatisfied, too many regulations (55%), and noise control (18%) were the most agreed upon reasons.
- visitors agreed the washrooms (92%) and the picnic grounds (95%) were well-maintained.
- 75% agreed the beach was well-maintained.
- only 7.5% of the visitors used the barbeques provided.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1976	61.2	13.8	0.7	20.1	1.9	2.3
1984	54.3	19.7	0.8	18.9	3.9	2.4

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1976	38.4	28.8	29.1	2.3	1.4
1984	32.0	19.0	38.7	7.6	2.6

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1976	87.4	12.6	88.5	11.5	0.0	100.0
1984	81.3	18.8	79.2	20.8	2.4	97.6

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1976	0.0	0.0	0.0	0.1	0.2	77.9	16.5	0.3
1984	0.0	0.0	0.0	0.9	0.9	67.0	21.7	1.7

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1976	2.1	19.4	13.5	25.6	14.0	11.9	5.2	8.2	-
1984	4.7	25.2	17.3	20.5	16.5	7.1	0.8	7.9	4.3

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1976	-	-	-	-	-
1984	23.7	40.6	9.0	26.6	$62.10

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1976	-	-	-	-	-	-
1984	-	-	-	70.3	16.4	13.3

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1976	95.0	0.7	1.2	0.6	0.9	0.2
1984	92.2	3.5	1.7	1.7	0.9	0.0

NORTH BEACH - DAY VISITOR

NORTH BEACH - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1976	64.3	-	90.9	6.1	3.2	7.6	0.7	-	50.9	1.6	3.1	62.7	2.4
1984	57.8	86.8	94.6	1.6	3.9	6.2	4.7	50.4	48.1	5.4	4.7	79.8	7.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	1.5	0.3	0.3	-	2.2	3.2
1984	2.3	1.6	3.1	0.8	5.5	7.1

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1976	33.2	48.7	0.2	-	-	0.5	0.5	3.7	10.3	0.0	2.8
1984	10.2	43.2	0.8	1.7	23.7	0.8	0.0	10.2	2.5	0.0	6.8

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	33.6	10.9	55.5

North Beach - Day Visitor

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1976	-	-	-	-	-	-	-	-	-
1984	47.7	4.7	5.6	21.5	0.9	5.6	0.0	4.7	9.3

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1976	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	9.4	0.0	3.1	5.7	6.9	0.6	0.0	41.5	0.0	0.6	3.1	3.8	3.8	6.3	3.1	25.2

	RECOMMENDED IMPROVEMENTS												
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1976	18.3	7.6	17.1	4.6	1.6	5.6	0.0	0.7	8.2	2.5	1.6	-
1984	7.5	12.9	26.9	1.1	0.0	3.2	1.1	0.0	1.1	3.2	2.2	8.6

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1976	2.1	6.3	15.1	20.6	23.1	17.1	15.8	-
1984	4.8	4.8	3.2	23.4	29.8	24.2	14.5	4.2

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
23.6	0.9	0.0	-	-	-	7.6
18.3	1.1	2.2	2.2	-	-	8.6

	REASON FOR CHOOSING PARK										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1976	45.9	2.0	2.9	0.7	1.4	4.6	4.9	8.6	17.5	0.9	3.0
1984	41.7	8.3	4.5	0.8	2.3	7.6	4.5	6.8	8.3	-	0.8

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1976	3.0	0.4	4.4
1984	4.5	-	9.9

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	70.4	29.6	12.3	87.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	6.5	93.5	7.9	92.1	68.6	31.4

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	13.4	86.6

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	Newspaper	Magazine	Transit Shelter	Other
1984	58.1	26.6	38.7	37.1	12.0	12.3

NORTH BEACH - DAY VISITOR

PANCAKE BAY (1984)

DAY USE

Users:

- families decreased slightly as did couples, while friends increased 32% to 13.7% and singles increased 22% to 5% of the total visitors.
- almost 31% of all parties were composed of 4 individuals. While the most prominent group size in 1976 was 5 members.

Extent of Use:

- 78% were previous visitors, an increase of 14% over 1976.
- over half of these had visited the previous year and over 20% of these were campers.
- 62% used the park as a main destination, 19% as one of several destinations and 19% as a stopover.
- average length of stay in 1984 was 5.2 hours which was almost average for those parks surveyed.
- in 1976, 22% stayed less than 3 hours and in 1984 only 10% did the same.

Activities and Use of Facilities:

- of all respondents, only 9% felt that interpretive and recreation programs were inadequate and 31% felt they were adequate. Picnicking, swimming, and casual play all had high participation rates for day visitors.
- activities that visitors spent the most time doing were sunbathing (25%), relaxing (24%), and swimming (21%); participation rates for these activities as well as viewing/photographing plants and animals had increased since 1975.

Recommended Improvements:

- a large number of the recommendations made in 1975 received fewer visitors' comments in 1984. These included sanitation (reduced 60%), boat facilities, picnic area. Noise control and trails had both been reduced to zero per cent.
- increases were seen in recommendations for beach, more recreational programs and interpretative programs. Other facilities and showers also showed large increases.

Why Choose Park:

- the most agreed-upon reason for choosing the park (31%) was the good swimming facilities, with a much higher percentage than the comparative year (10% in 1975). Other reasons included the quiet and uncrowded atmosphere (11%) and the natural setting (7%).
- also significant was that 7% of the visitors said the closeness to their residence was a factor and 16% made their choice based on past visits.

Expenditures:

- the average total expenditure within 40 kms of the park was $80.63 which was below average for the parks surveyed.
- more than 50% of the visitors surveyed spent less than $30.00 in total.
- over 40% of expenditures was on food and drink and 15% on transportation.

Market Area:

- approximately 80% of all visitors originated from the Northeastern and Central Regions of Ontario.
- almost 13% of day visitors originated from the United States compared to only 11% in 1975.
- over 60% used the park as a main destination.
- the primary market was the young family as had also been shown in the 1975 data.
- the local market was important because 35% were staying at their permanent residence, and 14% with friends or relatives.
- provincial campgrounds (17%), hotels/motels (17%) and private campgrounds (5%) were used as accommodation while visiting the park.

Marketing and Promotional Information:

- 79% were aware of park advertising and 17% (of that 79%) were influenced by the ads in their choice of park.
- awareness of television advertisements was very high at 74% (compared to the average 57%) for the parks surveyed, and 51% were aware of newspapers, 47% of magazines and 31% of radio.
- only 7% of day visitors were aware of special events compared to the average of 17% for the parks surveyed. Despite this, 71% indicated that they would be encouraged by special events to visit the park in the future.
- 26% of the visitors went to attractions outside of the park.
- these attractions included local attractions (23%), stores (15%), other parks (31%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1976	69.3	14.3	0.9	10.4	4.1	1.0
1984	65.0	12.5	1.2	13.7	5.0	2.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1976	4.2	15.6	8.7	18.2	19.0	12.8	8.9	12.6	-
1984	3.7	14.8	12.3	30.9	17.3	6.2	3.7	11.1	5.0

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1976	35.1	19.8	31.2	12.1	1.8
1984	38.2	11.4	37.9	10.0	2.6

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter- tainment	Miscell- aneous	Total Aver.$
1976	-	-	-	-	-
1984	14.9	40.6	12.2	32.3	$113.23

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1976	68.4	31.6	68.0	32.0	19.6	80.4
1984	77.8	22.2	55.7	44.3	21.1	78.9

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1976	-	-	-	-	-	-
1984	-	-	-	62.5	18.8	18.8

	ORIGIN BY M.N.R. REGION							
	North- West	North- Cent.	North	North East	Algon- quin	East- ern	Cent- ral	South- West
1976	0.8	1.5	67.6	0.5	0.5	1.0	8.8	1.5
1984	0.0	0.0	0.0	67.6	0.0	0.0	11.8	2.9

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1976	81.7	0.0	2.5	8.2	3.4	0.9
1984	82.3	2.9	1.5	8.8	4.4	0.0

Pancake Bay - Day Visitor

Pancake Bay - Day Visitor

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1976	83.5	-	78.8	2.1	7.2	10.0	3.0	-	49.4	6.9	5.7	58.2	10.6
1984	83.5	83.5	88.6	0.0	3.8	17.7	1.3	64.6	45.6	27.8	8.9	73.4	19.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	2.8	2.5	1.1	-	3.5	3.7
1984	5.1	8.9	6.3	3.8	2.5	5.1

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1976	39.7	31.7	0.0	-	-	0.6	0.0	9.1	16.1	0.0	2.8
1984	23.6	20.8	0.0	2.8	25.0	2.8	1.4	12.5	5.6	0.0	5.6

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	30.9	8.8	60.3

Pancake Bay - Day Visitor

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1976	-	-	-	-	-	-	-	-	-
1984	35.1	17.5	17.5	14.0	5.3	0.0	0.0	5.3	5.3

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1976	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	9.9	1.0	8.9	6.9	0.0	2.0	1.0	48.5	1.0	0.0	1.0	14.9	4.0	4.0	1.0	5.9

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1976	24.7	6.8	2.7	2.7	6.2	5.5	1.4	2.7	5.5	25.3	6.2	-
1984	14.0	4.0	8.0	2.0	0.0	8.0	2.0	2.0	0.0	10.0	10.0	16.0

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1976	1.0	6.7	14.3	12.8	14.3	11.7	39.2	-
1984	3.8	2.6	3.8	15.4	16.7	19.2	42.3	5.2

RECOMMENDED IMPROVEMENTS (CONT'D)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
4.1	2.1	2.1	-	-	-	2.1
0.0	0.0	0.0	2.0	-	-	22.0

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1976	17.0	9.0	5.3	5.3	4.0	4.6	8.1	7.7	20.7	0.3	5.9
1984	7.1	2.4	2.4	1.2	1.2	16.5	7.1	5.9	30.6	-	4.7

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1976	9.6	0.3	2.2
1984	17.7	-	3.6

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	79.5	20.5	16.7	83.3

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	7.1	92.9	22.2	77.8	71.1	28.9

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	25.7	74.3

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	74.1	31.0	50.9	47.5	10.3	20.7

Pancake Bay - Day Visitor

PANCAKE BAY (1984)

CAMPER

Users:

- families had decreased by 22% (to 43%) in 1984 while couples increased 22% (to 42%).
- the 25-44 age group was largest at 38%.
- those 1-14 and 15-24 had decreased while those 45-64 and 65+ had increased.
- there were twice as many campers over 45 as 15-24.

Extent of Use:

- 40% were previous visitors to the park (an increase of 33% over 1975), and 49% of these visited the previous year, a large majority of them camping (95%).
- 82% were on vacation trips, a 26% increase since 1975 and 12% on weekend trips (a 37% decrease since 1975).
- 52% used the park as a stopover in 1984, 31% as one of several destinations and 17% as a main destination.
- average length of stay in 1984 was 1.6 nights while 66% stayed only 1 night and no respondents stayed more than 2 weeks.

Activities and Use of Facilities:

- participation in picnicking (38%), viewing/photographing plants and animals (42%), relaxing (83%), viewpoints (40%), displays (18%), and staff presentations (14%), had all increased during the time period.
- as well as the above activities, sunbathing, swimming, hiking, walking and usual play each had a participation rate above 30%.
- relaxing and walking were the activities campers spent the most time doing.

Camping Equipment Used:

- 40% of the visitors used tents as their main piece of equipment and 17% used a tent trailer.
- the most common second type of equipment used were tents and vans.

Recommended Improvements:

- 24% recommended improvements to sanitation, and 35% to showers.
- 8% mentioned campsites, and only 2% recommended leaving the park as it was (an 11% decrease over 1975).
- 7% felt recreation and interpretive programs were inadequate and 66% did not know.

Why Choose Park:

- the most agreed-upon reason was convenience (22%), as well as facilities and recreational opportunities.
- although receiving no response in 1975, the park being quiet/uncrowded, influenced 10.6% of the respondents in 1984.

Expenditures:

- the average total expenditure was $102.73 in 1984. This was below average for the parks surveyed.
- fuel and transportation (33%), and food and drink (33%), accounted for 2/3 of the total expenditures.

Market Area:

- the target market continued to be young families, but couples and those over 45 also made up a significant proportion.
- 38% of the visitors were from the Central and Northeastern Regions of Ontario.
- 54% of the visitors were from Ontario while 20.5% were from the border U.S.A.
- there was a decrease in the proportion of Ontario residents and an increasing proportion of residents of the U.S.A.

Marketing and Promotional Information:

- 70% of the respondents were aware of park advertising and 22% were influenced in their choice of park.
- 66% were aware of television advertisements, 37% of newspapers, and 27% of radio.
- only 12% were aware of special events (compared to the average for the parks surveyed of 22%).
- 59% indicated that they would be encouraged by special events to visit the park in the future.
- 39% of the visitors also visited attractions outside of the park.
- attractions that were mentioned included stores/restaurants (17%), town (13%), museum (15%), and other parks (11%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1975	55.5	34.4	0.3	8.5	-	2.3
1984	43.3	41.8	0.5	8.0	4.9	1.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1975	1.9	40.7	11.3	22.7	14.8	4.0	2.0	2.6	-
1984	5.1	46.2	11.2	21.4	8.0	4.1	1.7	2.2	3.1

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1975	30.9	18.8	31.0	16.9	2.4
1984	27.0	12.0	38.0	17.2	5.7

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter- tainment	Miscell- aneous	Total Aver.$
1975	-	-	-	-	-
1984	32.5	32.9	12.1	22.4	$102.73

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1975	29.9	70.1	-	-	-	-
1984	40.3	59.7	49.0	51.0	94.6	5.4

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop- over
1975	18.9	65.4	15.7	22.8	13.5	63.7
1984	11.6	82.1	6.3	17.2	31.0	51.8

	ORIGIN BY M.N.R. REGION							
	North- West	North- Cent.	North	North East	Algon- quin	East- ern	Cent- ral	South- West
1975	-	-	-	-	-	-	-	-
1984	0.3	2.7	1.1	16.5	0.5	4.0	21.3	7.2

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1975	61.1	-	12.3	-	25.1	1.5
1984	53.6	4.5	10.1	20.5	10.4	1.1

PANCAKE BAY - CAMPER

PANCAKE BAY - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1975	28.3	-	59.2	0.8	6.2	30.0	10.3	-	42.0	26.8	1.3	67.4	18.1
1984	37.9	44.7	57.3	1.8	5.7	38.7	13.7	82.7	37.1	42.4	10.0	83.2	40.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1975	2.0	6.9	-	4.6	6.7	-
1984	7.5	18.5	6.9	14.1	12.1	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1975	-	-	-	-	-	-	-	-	-	-	-
1984	36.8	8.9	1.5	15.7	7.1	6.2	0.6	4.5	4.2	1.8	12.8

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	26.7	7.2	66.1

PANCAKE BAY - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1975	-	-	-	-	-	-
1984	40.3	17.3	13.4	8.4	8.9	11.6

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	31.8	2.3	2.3	27.3	34.1	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1975	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	15.2	14.6	11.3	5.0	1.2	6.1	0.2	22.4	2.5	0.0	0.8	15.5	2.1	1.0	0.4	1.7

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1975	12.6	0.3	1.3	2.3	2.0	2.0	2.0	2.3	6.0	39.1	12.3	-
1984	1.7	1.4	0.6	1.1	0.6	3.1	2.0	2.3	1.7	23.7	9.3	34.7

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1975	79.9	9.0	3.8	5.8	1.6	-	-	-
1984	66.5	18.9	7.8	6.3	0.5	0.0	0.0	1.6

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.0	1.3	4.6	-	-	-	10.9
1.7	-	8.2	-	0.0	2.5	5.4

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. opport.
1975	7.2	37.4	10.6	0.5	2.3	10.1	5.4	2.6	8.2	0.3	4.6
1984	7.3	22.4	7.8	0.5	2.3	10.3	3.3	1.5	7.6	0.3	15.1

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1975	0.0	10.1	0.8
1984	10.6	5.8	5.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	69.9	30.1	22.3	77.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	12.5	87.5	6.9	93.1	59.1	40.9

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	39.4	60.6

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit [illegible]	Other
1984	66.2	27.0	37.2	37.2	10.0	24.5

PANCAKE BAY - CAMPER

PINERY (1984)

DAY USE

User:

- there was an increase in families to 59% since 1979 and a decrease in groups of friends.
- couples visitation had increased slightly to 28%, which was 7% higher than the average for the parks surveyed.
- the 25-44 age group remained largest at 38%, and the 1-14 group represented 29% of the visitors.
- the 15-24 age group decreased to 12% and the 45-64 group increased to 18%.
- average party size was 4.3 persons.

Extent of Use:

- 84% of the visitors had previously been to the park, 70% of those in the previous year.
- 82% of the visitors used the park as a main destination in 1984, compared to the average of 69% for the parks surveyed.
- average length of stay was 5.5 hours in 1984.

Activities and Use of Facilities:

- 43% felt the recreation and interpretive programs were adequate (only 2% felt they were inadequate).
- participation in hiking (30%), walking/jogging (51%), viewing or photographing plants and animals (30%), relaxing (79%), and visiting viewpoints (30%), had each increased significantly since 1979.
- as well as the above activities, picnicking, sunbathing, swimming, and casual play all had participation rates of at least 30%.
- activities day visitors spent the most time doing were: swimming (32%), sunbathing (29%), and relaxing (15%).

Recommended Improvements:

- 24% recommended improvements to the beach/swimming area, which was a 19% increase since 1979. Other suggested improvements were: sanitation (10%), showers (11%), and the picnic area (10%).

Why Choose Park:

- the two major reasons for choosing the Pinery were closeness to residence and past experience.
- other minor reasons included: natural setting, recommended by friends, good facilities/recreational opportunities, and the beach/swimming.
- these results were consistent with those from the 1979 survey.

Expenditures:

- day visitors total average expenditures within 40 kms of the park amounted to $32.84.
- most of the expenditure was for food and drink followed by fuel and transportation.

Market Area:

- the primary day visitor market was families, although couples were also important.
- there was almost twice as many day visitors over 45 as 15-24 years of age.
- Southwestern and Central Regions accounted for 71% of day visitors, with 23% from the border States.
- the local market was important since 26% chose the park because it was "close to home", and 35% were staying at their permanent residence, with 12% at a friends or relatives.
- provincial campgrounds (13%), local hotels/motels (17%), and private campgrounds (7%) were used as accommodation while visiting the park.

Marketing and Promotional Information:

- 82% used the park as a main destination.
- 71% of the visitors were aware of park advertising, mostly from the newspaper, television and magazine sources. Yet only 11% said it had influenced their choice of park.
- 29% of the visitors were aware of special events and 13% indicated that they had been influenced by them.
- 63% indicated that special events would encourage them to visit in the future.
- 27% visited facilities and attractions outside of the park including local attractions (19%), town (32%), restaurants (13%), stores (8%), museum (5%), and theatre (5%).

Park-Specific Topics:

- 22% of visitors used the park in the winter for activities including cross-country skiing (61%), skating (33%), and tobogganing (33%).
- 94% agreed the signage system was satisfactory with suggestions for improvement including clearer instructions at traffic circle (11%), signs for beach and store (11%) and more signs off main road (11%).
- 90% agreed publications were adequate while 80% of those disagreeing didn't get one.
- suggested improvements to publications included information on hiking trails and washrooms.
- 44% disagreed to using credit cards while 25% were in favour of their use.

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	21.7	5.7	6.5	0.6	2.1	6.5	13.5	5.5	18.4	1.3	7.6
1984	26.5	2.0	7.3	4.5	2.0	16.3	9.8	0.8	8.2	-	9.0

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	4.0	-	6.5
1984	6.9	-	6.5

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	70.9	29.1	11.0	89.0

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	28.7	71.3	12.7	87.3	63.3	36.7

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	27.4	72.6

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	70.5	37.7	55.4	45.1	5.7	9.2

PINERY - DAY VISITOR

PINERY - DAY VISITOR

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1979	–	–	–	–	–	–	–	–	–
1984	35.4	13.2	16.7	11.8	0.0	2.1	0.7	6.9	12.2

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1979	11.5	-	24.1	7.6	2.0	2.8	-	24.1	4.6	-	0.6	9.7	2.0	5.0	6.2	-
1984	13.3	2.0	17.3	5.0	0.0	4.0	0.3	32.2	0.0	1.7	1.7	13.0	3.7	2.0	0.7	9.3

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	16.4	12.8	5.0	-	2.7	1.4	-	6.8	0.9	12.8	4.1	-
1984	8.1	9.5	23.6	0.7	5.4	1.4	0.7	2.0	4.7	10.1	6.8	10.8

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1979	0.0	2.8	9.0	10.0	20.1	20.4	37.8	-
1984	5.4	0.8	3.3	7.9	20.4	18.8	48.7	5.5

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
3.7	-	1.4	2.8	5.5	-	23.7
2.7	0.0	3.4	1.4	-	-	8.8

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	54.3	25.0	0.9	16.1	0.6	2.4
1984	59:3	27.8	0.8	10.5	0.8	0.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	27.3	23.5	35.0	11.9	2.3
1984	29.2	12.0	38.0	18.0	2.9

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	78.4	21.6	64.5	35.5	22.0	78.0
1984	83.9	16.1	69.9	30.1	20.4	79.6

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	1.2	0.0	0.0	0.0	0.3	2.3	13.5	82.4
1984	0.0	0.0	0.0	0.0	0.0	0.9	11.5	59.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	1.0	27.4	14.0	25.8	13.1	9.6	2.9	6.4	4.2
1984	0.8	31.5	12.0	29.9	14.3	4.4	1.6	5.6	4.3

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	21.9	40.3	9.2	28.6	$26.50
1984	17.1	30.1	18.1	34.7	$94.51

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	-	-	-	-	-	-
1984	-	-	-	81.9	13.7	4.4

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	99.7	0.0	0.0	-	0.4	0.0
1984	71.9	0.5	1.4	23.0	1.8	0.9

PINERY - DAY VISITOR

PINERY - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	76.6	-	88.2	2.5	8.7	20.6	3.4	22.6	52.6	9.7	4.7	66.0	14.0
1984	76.9	83.7	84.1	0.8	4.0	30.5	1.6	51.4	41.0	30.3	3.2	79.3	30.3

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	1.9	5.3	0.9	0.9	4.4	3.2
1984	6.4	9.6	2.4	1.6	4.0	8.4

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1979	24.9	50.8	1.6	1.3	-	6.2	1.6	2.6	2.3	0.0	8.3
1984	14.7	31.9	0.0	5.0	28.6	5.0	0.4	7.1	0.4	0.4	6.3

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	43.3	2.1	54.5

PINERY (1984)

CAMPER

Users:

- there was an increase to 68% in families since 1979, with a decrease in groups of friends of 50% (to 5%).
- unlike most parks surveyed couples visitation had not increased.
- the only substantial change since 1979 in age distribution was a decrease of 40% in the 15-24 group (to 12%).
- the 25-44 age group remained largest and stable at 38% and the 1-14 group represented 37%.
- average party size was 4.0 persons, which was little changed from 1979.

Extent of Use:

- 68% were previous visitors to the park in 1984, which was a decrease since 1979.
- of that 68% who had visited previously, 63% visited the previous year (an increase of 54% over 1979).
- 14% of those who visited previously were day visitors and had returned as campers.
- weekend trips had decreased to 18% and vacation trips accounted for 79%, compared to 64% in 1979.
- as in 1979, the park was used predominately as a main destination (32%) or one of several destinations (16%).
- stopovers decreased to 1%.
- average length of stay had not changed since 1979 (5.0 nights).
- only 6% stayed one night, while 43% stayed 4-7 nights.
- the data on previous visitation indicated that the return rate was high (68% compared to the average for other parks surveyed of 49%).

Activities and Facilities:

- 60% of those surveyed felt recreation and interpretive programs were adequate and only 4% felt they were inadequate.
- activities with the greatest participation rates were relaxing, walking, sunbathing, swimming, and casual play all with greater than 55% participation rates.
- participation in hiking, biking, viewing or photographing plants and animals, relaxing, visiting viewpoints, guided walks, staff recreation and staff presentations had increased at least 10% since 1979.
- campers spent the most time relaxing, swimming, and sunbathing according to the 1984 survey. Time spent swimming decreased compared to 1979.
- the main reason for enjoying the park was good swimming followed by the quiet/relaxing atmosphere and the campsites.

Camping Equipment Used:

- 39% of the campers used a tent trailor while 36% used a tent.
- 31% used a second piece of equipment which in most cases was a tent.
- the use of tent trailors had increased 9%.

Recommended Improvements:

- the areas of most concern for campers was showers.
- other recommended improvements were in the areas of sanitation (14%), other facilities (10%), and campsites/electrical sites (8%).

Why Choose Park:

- major reasons for choosing the park were good facilities/ recreational opportunities, past experience, beach/ swimming, close to residence, and recommended by friends.
- in the 1979 survey, the main reason for choosing Pinery was the natural setting, but in 1984 this was a minor reason.

Expenditures:

- campers total average expenditure within 40 kms of the park was $156.42 which was the highest of all other parks surveyed.
- the majority of the total expenditure was food and drink followed by fuel and transportation.

Market Area:

- the primary users continued to be families.
- 70% of the campers came from Ontario, predominantly the Central and Southwestern Regions.
- border States accounted for 27% of the campers.
- those percentages were consistent with those from the 1979 survey.

Marketing and Promotional Information:

- as was the case in 1979, Pinery was predominantly a main destination among campers.
- 77% of those surveyed were aware of advertising.
- in the area of awareness by type of advertising, TV accounted for 64%, magazines and newspapers for 53% each, and radio for 34%.
- 48% of the campers were aware of special events and of these people, only 6% were influenced by special events.
- 52% said special events would encourage them to visit.
- 67% visited attraction outside of the park including town (47%), museum (15%), other parks (8%), stores (5%), and theatre (5%).

Park-Specific Topics:

- only 7.7% of visitors used the park in the winter where activities included cross-country skiing (68%), skating (39%), and tobogganing (31%).
- over 90% were satisfied with the signage system.
- suggestions for improvement from those unsatisfied included clear instruction at traffic circle (20%), and more signs off main road (10%).
- 92% agreed publications were adequate and 36% of the unsatisfied did not receive one.
- 44% favoured use of credit cards while 35% did not.
- 94% agreed with noise control and 72% felt it had been effective.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	59.1	25.9	1.0	10.6	1.7	1.7
1984	67.8	24.3	0.5	5.4	1.0	1.0

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	33.4	20.4	37.7	7.6	1.0
1984	36.8	12.3	38.5	9.6	2.8

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	73.4	26.6	41.0	59.0	49.8	50.2
1984	68.0	32.0	63.4	36.6	85.9	14.1

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	0.0	0.0	0.6	0.3	0.6	4.0	28.4	30.3
1984	0.0	0.6	0.6	0.6	0.0	1.8	35.7	31.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	1.7	33.7	13.5	25.3	15.2	7.7	2.0	1.0	3.7
1984	0.0	26.6	14.8	29.1	15.3	9.9	2.0	2.5	4.0

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM of PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	18.6	53.3	11.9	16.2	$61.79
1984	23.1	42.1	13.8	21.0	$172.78

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	31.8	64.2	4.0	82.4	12.3	5.3
1984	18.3	78.7	3.0	82.1	16.4	1.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	64.2	1.3	0.7	26.5	5.3	0.0
1984	70.3	1.2	0.0	27.5	1.2	0.0

PINERY - CAMPER

PINERY - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	39.5	-	89.9	1.0	20.1	52.8	16.7	-	64.5	15.8	5.0	84.3	33.4
1984	47.0	87.6	93.1	2.0	20.8	66.8	25.4	93.6	63.9	62.4	7.5	95.5	52.5

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	7.7	21.1	2.3	23.4	14.7	-
1984	21.8	39.3	26.2	38.6	19.8	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Bike	Canoe	Picnic	Casual Play	View Points	Other
1979	35.6	36.7	0.4	-	-	5.8	1.1	0.4	7.9	0.0	4.4
1984	26.9	29.0	0.5	6.7	18.1	4.7	1.6	4.1	1.0	0.0	7.2

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	60.5	3.7	35.3

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	10.9	4.1	9.0	1.2	2.9	8.8	16.0	4.3	12.9	0.6	14.8
1984	11.8	1.1	11.8	0.0	2.3	16.7	6.8	0.8	14.1	0.8	20.5

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	3.3	1.8	9.3
1984	7.6	0.8	4.9

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	76.7	23.3	16.1	83.9

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	47.8	52.2	5.7	94.3	52.0	48.0

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	66.5	33.5

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	64.1	34.0	52.9	52.9	7.7	21.4

PINERY - CAMPER

PINERY - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1979	38.3	30.2	9.4	2.3	14.0	3.7
1984	36.3	39.3	16.9	1.5	2.0	3.5

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	71.0	9.7	1.6	4.8	11.3	1.6

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1979	11.9	12.7	20.9	5.3	0.8	4.1	-	15.7	3.9	-	1.6	18.9	0.0	0.6	-	3.5
1984	14.3	14.3	9.1	3.0	0.0	7.0	1.2	28.1	0.9	3.4	0.9	15.2	0.6	1.2	0.0	0.6

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	5.4	3.3	3.6	0.8	2.8	3.1	0.5	2.3	6.9	2.8	6.4	18.5
1984	3.1	1.3	3.9	1.3	3.1	4.4	4.4	0.0	3.5	14.0	10.5	26.6

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.0	-	2.8	16.4		1.0	22.3
0.4	-	7.9	-	1.3	0.0	14.4

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1979	11.6	26.2	14.6	30.5	17.0	-	-	5.1
1984	5.8	22.5	13.6	42.9	13.1	2.1	0.0	5.0

POINT FARMS (1984)

DAY USE

Users:

- there was a decrease in families to 49%, and an increase in couples to 33%.
- groups of friends decreased to 10%.
- all age groups decreased except the 45-64 group which increased to 19%, and the 65+ group which represented 5% of day visitors.
- the 25-44 age group was still the largest at 30%, and the 1-14 group was at 27%.
- average party size was 5.4 which was an increase of 1.1 over the 1979 figures.

Extent of Use:

- 64% were previous visitors to the park, which was a decrease since 1979.
- of that 64% who visited previously, 73% visited last year (an increase over 1979).
- 57% used the park as a main destination (compared to the average of other parks surveyed of 69%), and stopovers were particularily high (21%).
- average length of stay was 4.9 hours in 1984 (about 31% stayed under 4 hours, while in 1979 about 46% stayed under 4 hours).

Almost 30% of day visitors who were at the park last year were campers, thus, a substantial number of previous campers are returning for day visits.

Activities and Use of Facilities:

- only 1% felt the interpretive or recreation programs were inadequate, while 34% felt they were adequate, but 65% did not know.
- activities day visitors spent the most time doing were swimming, sunbathing, picnicking, and visiting viewpoints
- picnicking (75%), walking/jogging (58%), viewing/photographing plants and animals (27%), playground (16%), relaxing (82%), and visiting viewpoints (19%) had each increased since 1979.
- as well as the above activities, swimming, and casual play had participation rates above 30%.
- sunbathing was the activity that 34% spent the most time doing, (compared to the provincial average of 19%), 22% relaxed, 16% swam, and 12% picnicked.

Recommended Improvements:

- 11% recommended improvements to concessions, 11% to sanitation, 9% to showers, and 7% to each of beach/swim area, trails, more recreation programs, and park information (recommendations to the beach/swim area are down from 22% in 1979).
- 9% suggested leaving the park as is.

Market Area:

- the primary day visitor market was families, although couples increased in importance.
- Southwestern and Central Ontario accounted for 84% of day users.
- 5% were from border States.
- provincial campgrounds 17%, and local hotels/motels (14%) were used as accommodation by those visiting the park.

Why Choose Park:

- there were several reasons people chose Point Farms including the fact it was close to their residence (27%), convenient (11%), they were visiting friends/relatives (13%), or they were curious and it was a first visit (9%).
- in 1979, the survey found the second most popular reason for selecting this park was the beach/swimming at 16%. In 1984 this reason dropped to 8%.

Expenditures:

- the total average expenditure within 40 kms of the park was $84.04, slightly above the average of other surveyed parks.
- more money was spent on fuel and transportation than on food & drink. In 1979 just the opposite was found.

Marketing and Promotional Information:

- 71% were aware of parks advertising with 18% (of that 71%) influenced by the ads in their choice of park.
- awareness of TV advertisements was high at 73% (compared to other parks surveyed with an average of 57%) as was newspapers (60%), and radio (41%).
- at 29% Point Farms was in the top 3 parks surveyed in terms of day visitor awareness of special events, and a very high 26% (of that 29%) were influenced to visit.
- 66% indicated that they would be influenced by special events to visit in the future.
- 27% visited attractions outside of the park including town (12%), store (12%), and mini-golf (8%).

Park-Specific Topics:

- 84% of the visitors felt that publications were adequate, all those disagreeing did not get one.
- 32% favour the use of credit cards while 41% do not and 27% have no opinion.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	61.3	21.8	0.5	14.7	0.0	1.6
1984	48.9	33.0	2.3	10.2	3.4	1.1

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	0.3	26.0	12.8	25.4	15.0	9.6	4.6	6.3	4.3
1984	3.4	33.0	17.0	25.0	4.5	6.8	2.3	8.0	5.4

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	32.8	20.6	32.5	11.7	2.5
1984	27.5	18.1	29.6	'19.5	5.2

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	20.7	49.9	10.2	19.1	$ 9.11
1984	35.3	24.5	8.4	31.8	$114.42

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	69.5	30.5	50.4	49.6	22.7	77.3
1984	64.0	36.0	72.7	27.3	27.5	72.5

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	-	-	-	-	-	-
1984	-	-	-	57.3	21.3	21.3

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	0.0	0.0	0.0	0.0	0.0	1.7	3.4	94.9
1984	0.0	0.0	0.0	0.0	0.0	5.4	18.9	64.9

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	100.0	0.0	0.0	0.0	0.0	0.0
1984	89.2	0.0	2.7	5.4	1.4	1.4

POINT FARMS - DAY VISITOR

POINT FARMS - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	62.3	-	77.1	1.0	1.3	16.9	1.3	25.8	39.2	3.1	5.2	62.9	8.8
1984	74.4	72.2	73.3	3.3	0.0	15.6	5.6	58.0	34.4	26.7	15.6	82.2	18.9

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	2.1	5.7	0.5	1.3	1.3	-
1984	2.2	6.7	7.8	3.3	2.2	8.0

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1979	39.3	36.8	0.0	4.2	-	1.8	0.3	8.4	3.6	0.0	5.4
1984	22.4	16.5	0.0	3.5	34.1	1.2	0.0	11.8	2.4	3.5	4.7

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	33.7	1.2	65.0

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	34:4	8.5	2.1	3.2	4.2	6.4	5.5	3.8	16.3	0.0	2.3
1984	27.3	11.4	2.3	12.5	9.1	6.8	0.0	0.0	8.0	-	4.5

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	6.6	-	6.6
1984	5.6	-	12.5

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	71.3	28.7	18.3	81.7

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	28.7	71.3	26.2	73.8	66.2	33.8

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	26.6	73.4

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	73.4	41.3	60.3	42.9	6.3	12.9

POINT FARMS - DAY VISITOR

POINT FARMS - DAY VISITOR

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1979	-	-	-	-	-	-	-	-	-
1984	33.3	16.7	13.6	12.1	4.5	0.0	4.5	3.0	12.1

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1979	15.4	-	12.3	5.6	0.2	2.0	-	30.9	3.3	-	1.6	4.7	4.0	10.5	-	9.4
1984	14.0	2.5	9.9	5.8	0.0	3.3	0.0	29.0	1.7	0.0	0.0	26.4	6.6	5.0	3.3	8.3

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	10.3	7.4	22.3	-	0.8	4.5	-	3.3	2.5	19.4	5.0	-
1984	8.9	6.7	6.7	0.0	6.7	6.7	0.0	6.7	4.4	11.1	8.9	8.9

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1979	2.2	9.1	15.2	19.1	15.7	13.8	24.8	-
1984	3.4	3.4	12.5	11.4	21.6	13.6	37.5	4.9

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns.	Animal Control	Spray for Insects	Other
5.8	-	3.3	1.6	3.3	-	10.3
11.1	0.0	4.4	0.0	-	-	8.9

POINT FARMS (1984)

CAMPER

Users:
- a decrease to 47% in family use with an increase to 42% in couples.
- the 25-44 age group was largest at 37% with 28% for 1-14 years old, the 25-44 age group was more prevalent than in 1979, while those under 14 were less prevalent.
- average party size in 1984 was 3.5. In 1979 the average size 3.6

Extent of Use:
- 43% were previous visitors to the park which was a decrease of 8% since 1979. But 65% (of that 43%) visited the previous year (a 34% increase over 1979), and 84% camped.
- although fewer were return visitors in 1984, those who had visited before were more likely to have visited the previous year.
- 16% of those who visited last year were day visitors (and had now returned as campers).
- weekend trips were down to 25%, and vacation trips increased to 67%.
- 46% used the park as a main destination with 33% as one of several destinations, and 20% as stopovers.
- the average length of stay decreased to 3.3 nights.
- 35% stayed for one night only, which was an increase over 1979.

Activities and Use of Facilities:
- 9% felt that interpretive and recreation programs were inadequate, and 45% felt they were adequate.
- participation in swimming (81%), viewing/photographing plants and animals (45%), playground (30%), relaxing (91%), visiting viewpoints (59%), and displays (38%) have each increased since 1979.
- as well as the above activities, picnicking, biking, walking/jogging, and casual play had participation rates above 30%.
- activities campers spent the most time doing were: relaxing (33%), sunbathing (15%), and swimming (12%).

Camping Equipment Used:
- 45% used tents (6% higher than the average of other parks surveyed) as a first piece of equipment.

Recommended Improvements:
- the primary recommended improvement was in the area of showers (24%), followed by sanitation (16%) and other facilities (16%).
- 3% felt the park should be left as it was.
- these figures were very similar to the findings in the 1979 survey.

Why Choose Park:

- the main reason campers chose Point Farm was the quiet, remote, and uncrowded feature (20%) up from 5% in 1979.
- 18% chose this park because it was close to their residence, as was the case in 1979.

Expenditures:

- the total average expenditure within 40 kms of Point Farms was $110.06.
- the majority of money spent was for food and drink followed by miscellaneous expenditures.

Market Area:

- Southwestern and Central Regions accounted for 65% of visitation.
- border States (18%), and other U.S.A. (6%) both increased substantially in visitation in 1984.

Marketing and Promotional Information:

- 74% were aware of park advertising and 17% of these were influenced by this in their choice of parks.
- 69% were aware of advertisements by television 50%, by newspapers and magazines, and 37% by radio.
- 40% of campers were aware of special events and 6% were influenced by them to visit the park.
- 61% indicated they would be encouraged by special events to visit in the future.
- 61% also visited other facilities and attractions outside of the park including town (34%), museum (12%), stores/ restaurants (8%), and golf (12%).

Park-Specific Topics:

- 92% said the publications were adequate.
- 42% agreed to use of credit cards while 27% disagreed.
- there was 90% agreement with noise control and 78% found it effective.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1979	55.6	31.8	0.4	7.7	1.8	2.8
1984	46.6	41.6	0.0	6.8	4.3	0.6

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1979	32.8	16.6	32.6	13.4	4.6
1984	27.9	13.9	37.0	16.4	4.8

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1979	51.5	48.5	31.5	68.5	41.2	58.8
1984	43.2	56.8	65.2	34.8	84.1	15.9

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1979	0.0	0.2	0.4	0.8	1.0	4.2	28.9	49.8
1984	0.0	0.0	0.0	2.1	0.7	2.9	22.9	42.2

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1979	2.2	36.4	12.9	25.7	13.9	5.5	2.4	1.0	3.6
1984	4.3	47.5	11.1	21.0	6.8	6.2	1.9	1.2	3.5

	EXPENDITURES (% of total average expenditures) WITHIN 40 km OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1979	18.5	49.0	7.8	24.6	$45.55
1984	22.5	38.6	9.7	29.1	$125.83

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1979	32.6	62.3	5.1	59.5	24.2	16.3
1984	25.5	67.1	7.5	46.2	33.7	20.0

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1979	85.3	1.2	0.8	11.8	1.0	0.0
1984	70.8	2.1	1.4	17.9	5.7	2.1

POINT FARMS - CAMPER

POINT FARMS - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1979	25.8	-	67.3	1.4	4.3	51.9	16.4	-	51.5	12.9	15.1	79.2	43.8
1984	31.7	73.3	80.9	0.0	2.5	48.8	21.4	89.5	43.8	45.1	29.6	91.4	58.6

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1979	2.5	18.0	11.0	19.2	6.5	-
1984	7.5	38.3	20.4	17.9	4.9	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Bike	Canoe	Picnic	Casual Play	View Points	Other
1979	43.8	23.8	0.2	-	-	6.3	0.0	0.7	7.2	1.2	6.0
1984	33.1	11.9	0.7	9.9	14.6	4.0	0.0	5.3	2.6	2.0	15.8

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	44.7	9.2	46.1

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1979	18.1	9.8	7.4	4.5	4.7	5.8	5.8	4.9	5.9	0.3	9.5
1984	17.7	9.1	4.8	3.8	4.8	5.4	5.4	2.7	2.7	0.5	11.8

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1979	4.9	4.5	14.0
1984	19.9	3.2	8.1

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	73.9	26.1	17.0	83.0

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	39.9	60.1	6.4	93.6	61.4	38.6

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	60.9	39.1

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	[illegible]	Other
1984	69.3	36.9	50.0	50.0	6.2	13.3

POINT FARMS - CAMPER

POINT FARMS - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1979	62.5	32.8	23.2	5.1	8.4	4.3
1984	45.3	24.2	16.8	3.1	6.2	4.3

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	55.6	5.6	5.6	5.6	22.2	5.6

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Bike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1979	19.9	17.9	10.4	6.7	0.3	3.9	-	14.9	4.7	-	4.0	9.6	0.4	2.1	-	5.0
1984	26.1	16.3	6.9	4.1	0.0	3.7	0.0	16.7	0.8	0.0	2.4	18.0	1.6	1.2	0.0	2.0

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1979	4.2	0.8	5.0	0.5	2.2	7.7	0.2	1.2	5.4	11.4	8.9	25.4
1984	3.4	2.7	3.4	0.7	3.4	4.8	4.8	1.4	1.4	15.6	16.3	23.8

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1979	21.2	26.0	13.0	28.5	11.3	-	-	4.0
1984	35.3	15.0	16.3	26.8	5.2	0.7	0.7	3.3

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.3	-	4.1	1.7		1.4	21.3
2.7	-	5.4	-	2.0	2.0	6.1

RESTOULE (1984)

DAY USE

(comparison with a previous year not available)

Users:
- two-thirds of all users were families. Couples made up 13% and friends 15%.
- the average party size was 3.9 with 29% being parties of 4 and 27% being parties of 3.
- the largest percentage of visitors were of the ages 1-14 (37%) and 25-44 (34%).

Extent of Use:
- over 50% of visitors had been to the park at least once before. 70% of those visited in the previous year and of those 29% were campers.
- the average length of stay was 4.8 hours.
- 50% of visitors stayed at their permanent address, 13% with friends and relatives and 13% at provincial campgrounds.
- 61% used the park as a main destination.

Activities and Use of Facilities:
- participation rates were greater than 60% for picnicking, sunbathing, swimming and relaxing.
- rates were lower than 10% for guided walks, historical displays, staff recreation and staff presentations.
- 26% found the interpretive/recreational programs to be adequate while 72% do not know.

Recommended Improvements:
- 8% felt that the park should be left as is.
- recommended improvements included more recreational programs (22%) and showers (22%).
- trails and other facilities both accounted for 8% of the total.

Why Choose Park:
- the park was chosen mainly for its closeness (45%) and by people visiting friends and relatives (16%).
- 7% were influenced by past experience and 7% by the beach and swimming.

Expenditures:

- the average total expenditure was $43.43 with 80% of the visitors spending less than $30.00.
- the largest expenditure was on food and beverage followed by fuel and transportation.

Market Area:

- over 97% of the visitors were from the Northeastern and Central Regions of Ontario. The other 3% were visitors from the U.S.A.
- the primary market was young families (70%), with the groups of 65+ and 15-24 representing approximately 11% each.

Marketing and Promotional Information:

- 68% of the visitors were aware of advertising for the park; most of these by television and radio, but 94% indicated that this did not influence their choice of parks.
- only 13% of the visitors were aware of special events and 86% felt they were not influenced by them.
- 64% indicated they would be influenced in the future by special events.
- 21% of the users visited other facilities and attractions. These included town, washrooms, stores and museum all with 17% agreement.

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1984	50.0	13.2	2.6	13.2	0.0	5.3	7.9	0.0	7.9

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1984	14.3	4.8	9.5	3.2	1.6	3.2	0.0	17.5	0.0	1.6	1.6	1.6	7.9	0.0	1.6	3.2

	RECOMMENDED IMPROVEMENTS												
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1984	8.3	5.6	5.6	2.8	8.3	22.2	2.8	0.0	0.0	0.0	8.3	22.2

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1984	4.3	—	10.6	12.8	29.8	10.6	36.2	4.8

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
2.8	0.0	2.8	0.0	0.0	0.0	8.3

Restoule Day Use

	TYPE OF PARTY (%)					
	Family	Couple	Group	Friends	Single	Other
1984	66.0	12.8	4.3	14.9	2.1	0.0

	AGE DISTRIBUTION (%)				
	1-14	15-24	25-44	45-64	65+
1984	36.6	11.0	34.1	6.7	11.6

	PREVIOUS VISIT TO PARK (%)		VISIT LAST YEAR (%)		CAMPED IN PARK LAST YEAR (%)	
	YES	NO	YES	NO	YES	NO
1984	51.1	48.9	70.8	29.2	29.4	70.6

	ORIGIN BY M.N.R. REGION (%)							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1984	0.0	0.0	0.0	72.1	0.0	0.0	25.6	0.0

# of People	PARTY SIZE (%)								
	1	2	3	4	5	6	7	8+	Aver.
1984	2.1	14.6	27.1	29.2	16.7	6.3	2.1	2.1	3.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1984	35.0	40.5	15.8	8.8	56.56

	TYPE OF TRIP (%)			ROLE OF THE PARK (%)		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1984	-	-	-	60.9	21.7	17.4

	ORIGIN (%)					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	97.8	0.0	0.0	0.0	2.3	0.0

RESTOULE-DAY USE

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1984	69.4	61.2	61.2	0.0	6.1	22.4	2.0	32.7	34.7	18.8	36.7	63.3	10.2

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1984	8.2	4.1	4.1	2.0	6.1	10.2

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1984	16.7	21.4	0.0	0.0	16.7	4.8	2.4	23.8	0.0	0.0	14.3

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	25.6	2.3	72.1

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1984	44.4	4.4	0.0	15.6	8.9	6.7	0.0	0.0	6.7	0.0	2.2

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1984	0.0	0.0	4.4

	AWARE OF ARC		ARC INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	68.2	31.8	6.1	93.9

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	13.3	86.7	14.3	85.7	64.0	36.0

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	20.9	79.1

	TYPES OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelters	Other
1984	38.6	27.3	20.5	20.5	4.5	13.6

RESTOULE (1984)

CAMPER

Users:

- there had been a decrease in the proportion of families from 66% to 58% and an increase in the proportion of couples (to 34%).
- age distribution had remained fairly stable with a decrease in the ages 1-14 and an increase in the 45-64 year olds.
- the 25-44 year age group remained the largest at 38%.
- average party size was 3.5 persons.

Extent of Use:

- 55% were previous visitors, over a third (36%) in the last year.
- of those visiting in the previous year, over 96% had camped (an increase of 173% over 1977).
- there had been a decrease in weekend trips from 25% to 19% and an increase in the use of the park on vacation trips from 73% to 79%.
- 68% used the park as a main destination, 28% as one of several destinations and 5% as a stopover, showing little change from 1977.
- average length of stay was 5.6 nights. This was the highest figure of all the parks surveyed.
- 8% stayed only 1 night, compared to the average of 35%.
- 20% stayed 8-14 nights which was very high compared to the average of 2% for the parks surveyed.

Activities and Facilities:

- 27% of visitors felt that the interpretive and recreation programs were adequate.
- participation in viewing/photographing plants and animals (59%), playground (40%), relaxing (94%), and staff recreation (16%) had increased significantly since 1977.
- almost all activities had participation rates above 30%.
- participation in staff presentations decreased 64% since 1977 to 7%.
- relaxing (30%), fishing (16%), swimming (16%), and canoeing (10%), are activities campers spent the most time doing.

Camping Equipment Used:

- 36% used tents, and 36% used tent-trailers as a first piece of equipment.

Recommended Improvements:

- one of the items most recommended as an improvement to Restoule was showers (40%).
- other areas mentioned were interpretion (10%) and other facilities (11%).
- only 2% surveyed indicated the park should be left as is.

Why Choose Park:

- the main reason campers chose this park was past experience (15%).
- other reasons included quiet, remote, and uncrowded (12%), and good facilities/recreation opportunities (11%).

Expenditures:

- the average total expenditure of campers within 40 kms of the park was $137.29.
- as was the case in most parks, the majority of the expenditure was for food and drink.

Market Area:

- the target market continued to be young families, but couples were also important, as were those over 45 years of age.
- the 25-44 age group was predominant, and there were more campers over 45 than 15-24 year olds.
- 92% of campers were Ontario residents, mostly from Central (57%), Northeastern (17%), and Southwestern Regions (11%).
- the total number of American campers accounted for only 3%.

Marketing and Promotional Information:

- reasons people chose the park and areas to be promoted were quiet, relaxing, uncrowded park and recreation opportunities.
- a large percentage (68%) used the park as a main destination and the majority (79%), were on vacation trips.
- 85% were aware of park advertising and 13% were influenced by the ads.
- TV ads reached 65% while 40% were aware of ads in newpapers and magazines and 32% of radio ads.
- 26% were aware of special events but only 6% (of the 26%) were influenced to visit the park by special events.
- 49% would be encouraged by special events to visit in the future.
- 40% of visitors also went to attractions and facilities outside of the park including stores/restaurants (28%), museum/historical (17%), and town (16%).

RESTOULE - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1977	19.8	-	79.1	30.1	35.9	56.2	15.3	-	57.4	21.0	26.1	81.4	46.0
1984	27.3	74.3	86.6	32.8	35.4	54.2	16.3	88.4	54.2	58.8	39.9	94.0	52.0

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1977	9.3	16.4	2.0	18.5	50.6	13.4
1984	8.2	16.8	16.3	6.6	55.1	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1977	26.2	20.3	11.8	-	-	6.4	6.0	0.1	6.0	0.1	4.0
1984	29.9	15.6	16.2	6.2	6.2	3.0	9.7	2.2	1.3	0.8	8.9

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	26.9	19.7	52.9

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1977	66.4	24.5	0.5	6.4	0.8	1.6
1984	57.5	33.6	0.3	5.2	2.1	1.3

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1977	35.2	13.3	38.9	10.2	2.4
1984	30.6	13.0	38.0	15.6	2.7

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1977	53.5	46.5	38.3	61.7	35.3	64.7
1984	54.7	45.3	36.1	63.9	96.4	3.6

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1977	0.0	0.0	2.0	2.5	22.0	3.6	51.5	13.9
1984	0.3	0.9	0.3	16.8	0.9	4.9	57.3	11.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1977	0.8	30.0	15.7	30.0	13.6	5.5	3.4	1.0	-
1984	1.8	36.6	15.2	25.7	13.6	4.2	1.0	1.8	3.5

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM. OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1977	21.4	60.9	3.2	14.3	$ 34.06
1984	27.4	41.1	8.8	22.7	$157.33

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1977	24.7	73.7	1.7	73.0	19.5	7.5
1984	18.8	79.1	2.1	67.6	27.7	4.7

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other U.S.	Other
1977	95.6	0.3	0.2	1.5	1.0	0.2
1984	92.9	1.8	1.8	2.7	0.3	0.0

RESTOULE - CAMPER

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1977	7.1	14.9	13.8	0.0	0.6	4.5	16.5	0.2	0.2	3.0	18.2
1984	5.4	5.0	9.4	4.8	7.3	14.6	7.9	2.7	5.6	7.1	10.8

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1977	4.8	0.4	15.8
1984	11.9	0.8	6.7

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	84.9	15.1	12.7	87.3

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	26.2	73.8	6.3	93.8	48.7	51.2

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	40.4	59.6

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	65.0	32.1	40.1	40.1	6.4	15.0

RESTOULE - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1977	39.3	34.9	16.9	9.0	7.7	2.9
1984	36.4	36.4	15.3	3.2	5.8	2.9

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	63.8	4.3	1.1	5.3	25.5	0.0

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Bike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Showers	Clean Washrms	Fishing	Staff
1977	16.8	8.5	30.3	2.0	11.9	6.7	-	6.2	2.2	-	-	12.2	-	0.7	-	2.5
1984	19.0	14.3	7.2	5.0	2.5	3.4	4.8	16.3	0.9	1.9	2.5	13.7	0.0	1.9	4.2	2.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More Rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1977	9.3	0.3	2.8	2.2	2.5	2.5	1.9	2.5	6.5	13.0	30.4	-
1984	2.0	1.7	1.7	2.0	2.1	6.6	10.4	0.8	2.1	3.8	10.6	39.6

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1977	10.2	21.7	15.5	32.5	19.9	-	-	5.0
1984	8.4	17.4	18.8	30.9	20.2	3.7	0.6	5.6

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.9	0.6	8.7	-	-	-	14.9
2.8	-	4.6	-	2.3	0.8	6.1

SANDBAR LAKE (1984)

DAY USE

(comparison with a previous year not available)

Users:

- 49% of the visitors were families, 20% couples and 19% friends.
- the average party size was 4.7 with the largest proportion (24%) being groups of four.
- the age group 1-14 had the largest representation (32%), followed by 25-44 year olds (30%).

Extent of Use:

- 58% of the visitors had been to the park previously. Of those 82% had visited in the previous year and 27% had camped.
- the average length of stay was 4 hours.
- 40% of the visitors stayed at their permanent residence, 20% at friends and relatives.
- other accommodations included provincial campgrounds (12%), and hotel/motel (14%).
- the park was used generally as a stopover by 45% and as a main destination by 39%.

Activities and Use of Facilities:

- activities that had high (over 50%) participation rates included: relaxing (76%), swimming (77%), sunbathing (68%), and picnicking (63%).
- low participation rates occurred in canoeing, biking, guided walks, staff recreation and staff presentations.
- the majority of the visitors' time was spent swimming (20%), sunbathing (18%), and picnicking (18%).

Recommended Improvements:

- 6% said they would like the park left as is.
- concessions and boat facilities were both recommended by 12% for improvements.
- other facilities mentioned were trails, more recreational programs, interpretation and showers.
- 24% recommended other facilities.

Why Choose Park:

- the most agreed upon reasons for choosing the park were: closeness to residence (38%) and convenience (23%).
- also included were recommended by friends (8%) and beach/swimming (8%).

Expenditures:

- the average total expenditure was $90.95 which was below average for the parks surveyed.
- 49% of the visitors spent less than $30.00.
- the majority of expenditure was on fuel and transportation followed by food and drink, which is the opposite for most parks surveyed.

Market Area:

- visitors were mostly from the Northwestern and North Central Regions of Ontario.
- 9% were from border provinces.
- 16% were from the United States which was much higher than the average for the parks surveyed.

Marketing and Promotional Information:

- 73% of visitors were aware of park advertising, mostly by television, newspaper and magazine.
- 77%, however, were not influenced by this advertising in their choice of parks.
- 64% were unaware of special events and 61% not influenced by them.
- 72% agreed that special events would influence them in the future to visit the park.
- 25% of the visitors went to attractions and facilities outside of the park.
- those attractions included restaurants (15%), beach (15%), and washrooms (15%).
- others mentioned were: town (8%), local attractions (8%), and stores (8%).

	REASON FOR CHOOSING PARK (%)										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1984	37.5	22.9	8.3	0.0	2.1	2.1	0.0	0.0	8.3	0.0	4.2

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1984	2.1	0.0	10.4

	AWARE OF ADS (%)		ADS INFLUENCE CHOICE OF PARK (%)	
	Yes	No	Yes	No
1984	72.9	27.1	23.1	76.9

	AWARE OF SPECIAL EVENTS (%)		INFLUENCE OF SPECIAL EVENTS (%)		SPECIAL EVENTS ENCOURAGE FUTURE VISIT (%)	
	Yes	No	Yes	No	Yes	No
1984	36.2	63.8	37.8	61.3	71.8	28.2

	VISIT ATTRACTIONS OUTSIDE OF PARK (%)	
	YES	NO
1984	25.0	75.0

	TYPE OF ADVERTISING AWARE OF (%)					
	T.V.	Radio	News-paper	Mag-azine	Tourist Booklet	Other
1984	50.0	34.2	42.1	42.1	10.8	31.6

Sandbar Lake Day Use

	ACTIVITIES PARTICIPATION (%) Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1984	62.9	67.7	77.4	8.1	3.2	29.0	1.6	45.2	24.2	30.6	11.5	75.8	25.8

	ACTIVITIES PARTICIPATION (CON'T) (%) Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1984	3.2	11.3	8.1	3.2	6.5	16.7

	ACTIVITY SPENT MOST TIME AT (%) Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1984	12.5	19.6	3.6	3.6	17.9	12.5	0.0	17.9	0.0	0.0	12.5

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE (%) Yes	No	Don't Know
1984	43.1	7.8	49.0

Sandbar Lake Day Use

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1984	49.2	20.0	1.5	18.5	7.7	3.1

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1984	7.6	21.2	18.2	24.2	9.1	10.6	1.5	7.6	4.7

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1984	32.1	19.6	30.0	13.7	4.6

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1984	33.6	26.9	9.7	29.8	121.63

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1984	57.8	42.2	81.6	18.4	27.3	72.7

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1984	—	—	—	39.1	15.6	45.3

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1984	43.9	8.8	0.0	0.0	0.0	0.0	7.0	1.8

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1984	63.1	8.8	8.8	12.3	3.5	3.5

Sandbar Lake Day Use

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1984	40.0	12.0	14.0	20.0	0.0	4.0	4.0	2.0	4.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp- sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil- ities	Wild- life	Frie- ndly	Other	Picnic	Uncrow- ded	Good Weather	Clean Lake
1984	10.8	4.1	9.5	9.5	0.0	2.7	0.0	18.9	5.4	0.0	0.0	23.0	2.7	2.7	0.0	9.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor- mation	Noise Control	Sani- tation	Other Facilities	Showers
1984	5.9	0.0	0.0	11.8	5.9	5.9	5.9	0.0	0.0	0.0	23.5	5.9

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1984	19.3	1.8	12.3	38.6	17.5	10.5	19.3	4.0

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess- ions	Clean Grounds	Camp- sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
11.8	0.0	0.0	0.0	0.0	0.0	23.5

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SANDBAR LAKE (1984)

CAMPER

Users:
- 45% of the parties visiting the park were families. This was a decrease of 8% from the 1976 survey.
- couples formed 40% of the camping parties (up 7% over 1976 figures).
- the highest percentage of campers were in the 25-44 year old age group.
- the average party size in 1984 was 3.6.

Extent of Use:
- 26% were previous visitors which was a 15% increase since 1976.
- of the 26%, those visiting in the previous year totalled 53%.
- 23% of those who visited the park the previous year were day visitors who returned to camp. This was higher than the average for other parks surveyed.
- the average length of stay was 2.1 nights, which was lower than the average of the other parks surveyed by 1.4 nights.
- the vast majority of campers stayed for one night only.

Activities and Use of Facilities:
- relaxing was the most popular activity with a 84% participation rate.
- going for a walk had the second highest participation rate at 74%, followed by swimming (51%).
- the activities campers spent the most time doing included relaxing (37%), walking (12%), swimming (11%), and fishing (11%).
- 3% felt recreation and interpretive programs were inadequate, 39% felt they were adequate, and 58% did not know.
- tents were used by 29% of the campers and tent-trailors by 23% as a first piece of equipment.

Recommended Improvements:
- the highest percentage of those surveyed (23%), recommended improvements to other facilities.
- 12% recommended improvements to showers and 12% improvements to campsite/electrical sites.
- sanitation improvements were recommended by 9% and the same percentage felt the park should be left as is.

Why Choose Park:
- the fact that the park was convenient was the reason 27% of the campers chose Sandbar Lake.
- 15% selected the park because of good facilities/ recreation opportunities.
- the quiet, remote, uncrowded aspect was the reason 12% camped at this park.

Expenditures:

- the average total expenditure within 40 kms of the park was $105.98, slightly lower than the average of other parks surveyed.
- the majority of money spent was for food and drink followed closely by fuel & transportation.

Market Area:

- the target market continued to be young families followed by couples.
- repeat visitation was 23% below the average of all other parks surveyed.
- North Central and Central Regions accounted for 30% of the campers.
- 52% were from Ontario, 14% from border States, 12% from "Other Canada", and 10% from "Other U.S.A."

Marketing and Promotional Information:

- the park was used as a stopover by 56% of the campers.
- 21% used the park as a main destination.
- a large percentage, (80%) of those surveyed, were on a vacation-type trip.
- the three main reasons people chose the park (convenience, facilities and recreation opportunities, and the quiet/uncrowded aspect) should all be promoted.
- the campsites (17%), quiet/relaxing atmosphere (16%), the swimming/beach (12%) and the fact the park was clean (10%) were all reasons campers enjoyed themselves and should be promoted.
- 68% were aware of park advertising and 27% were influenced by the ads in their choice of park.
- the majority (63%) were aware of TV ads, followed by magazines & newspaper ads (36%) and radio ads (28%).
- 25% of the campers were aware of special events, and of that 25%, a good percentage (10%), were influenced to visit the park by the special events.
- 64% said they would be encouraged by special events to visit the park in the future.
- 27% visited attractions/facilities outside of the park including showers (20%), town (12%), stores/restaurants (9%), fishing (15%), and gas station (6%).

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1976	53.0	33.4	0.3	8.9	3.8	0.6
1984	44.9	40.3	1.4	8.6	4.9	0.0

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1976	31.2	15.7	38.2	12.3	2.5
1984	24.6	10.9	33.2	21.5	9.8

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1976	11.3	88.7	6.9	93.1	47.7	52.3
1984	26.3	73.7	53.3	46.7	77.1	22.9

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1976	5.1	7.5	1.7	1.2	2.1	4.3	24.7	4.9
1984	6.0	17.1	0.3	2.5	0.3	7.9	13.0	4.8

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1976	3.9	39.0	13.5	19.6	12.7	7.1	2.3	1.9	3.4
1984	4.8	45.0	12.5	23.2	8.8	1.7	1.7	2.3	3.6

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1976	48.9	48.3	2.8	-	$ 19.70
1984	32.5	34.4	9.9	23.2	$134.94

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1976	5.8	75.6	18.6	-	-	-
1984	8.8	80.5	10.7	21.3	22.2	56.5

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border U.S.A	Other U.S.A	Other
1976	51.5	10.7	11.3	13.3	10.5	0.4
1984	51.9	9.2	11.7	14.3	10.5	2.2

SANDBAR LAKE - CAMPER

SANDBAR LAKE - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1976	24.4	-	61.6	5.8	7.4	37.3	5.0	-	30.5	28.9	8.9	56.3	13.9
1984	27.4	38.6	50.6	12.8	14.0	47.4	8.5	73.5	24.6	39.1	10.3	83.5	33.7

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1976	1.9	6.2	2.7	2.1	18.4	5.0
1984	7.2	13.4	13.7	14.6	27.6	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1976	29.8	17.7	8.9	-	-	8.9	2.0	0.2	11.0	0.3	21.2
1984	37.2	10.9	10.6	12.0	2.9	6.9	2.9	6.2	1.5	0.4	8.5

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't know
1984	38.9	3.0	58.1

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1976	2.4	34.3	5.8	0.9	1.3	1.4	7.9	2.5	5.0	2.7	14.0
1984	3.8	27.2	7.9	2.3	3.8	5.8	1.5	2.0	4.1	3.2	15.5

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1976	3.0	15.1	3.7
1984	11.7	5.6	5.6

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	68.5	31.5	26.9	73.1

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	25.1	74.6	9.8	89.4	64.3	35.7

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	26.8	73.2

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	63.5	27.6	35.7	35.7	10.5	26.7

SANDBAR LAKE - CAMPER

SANDBAR LAKE - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1976	40.0	25.0	14.9	12.2	10.1	7.5
1984	29.3	15.0	22.8	11.1	11.7	10.2

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	55.9	5.9	0.0	17.6	20.6	0.0

	REASON FOR ENJOYING VISIT														
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1976	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1984	16.1	16.9	7.9	10.5	0.2	3.2	0.8	12.2	2.8	0.8	2.1	11.0	5.1	4.1	3.4	2.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1976	11.0	1.2	4.1	6.4	6.4	4.4	5.2	6.9	6.7	16.0	18.4	-
1984	8.6	1.4	2.3	4.5	4.1	4.5	3.2	1.8	0.5	9.5	22.7	11.8

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1976	78.6	10.2	4.9	3.7	2.3	-	-	1.6
1984	61.6	18.2	7.1	10.4	2.1	0.0	0.6	2.1

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.2	0.0	8.7	-	-	-	4.2
2.7	-	11.8	-	0.5	4.1	5.9

SELKIRK (1984)

DAY USE

Users:

- families remained the largest group type at 65%.
- couples had decreased from 24% to 19%, while friends had increased from 9% to 12%.
- the majority of visitors were in the age groups 1-14 (34%) and 25-44 (37%).
- the relative distribution among age groups has remained constant.

Extent of Use:

- 63% of visitors had used the park before, a slight increase over 1978.
- of these, 72% were visitors last year, compared to only 46% in 1978.
- 84% used the park as a main destination, 12% as one of several destinations and 5% as a stopover.
- the average length of stay was 6.4 hours, the highest figure of all the parks surveyed.

Activities and Use of Facilities:

- 91% felt that the interpretive and recreation programs were adequate.
- picnicking & relaxing had a participation rate of 89%, followed by sunbathing (72%), swimming (68%), and casual play (53%).
- the activities visitors spent the most time doing included: picnicking (29%), relaxing, swimming, and sunbathing (all with 18%).
- the percentage for picnicking (29%), was twice as high as the average of the other parks surveyed.

Recommended Improvements:

- a large percentage (25%) of day visitors, recommended that showers be installed.
- other recommended improvements included sanitation (17%), beach/swimming area (17%) and more recreation programs (8%).
- 6% felt the park should be left as is.

Why Choose Park:

- the highest percentage of day visitors surveyed chose Selkirk because it was close to their residence (35%).
- other reasons included visiting friends/relatives (10%), and the fact that they hadn't been to the park before, i.e. first visit (8%).
- in 1978, 7% chose the park because of the beach/swimming but no one responded this way in 1984.

Expenditures:

- the average total expenditure within 40 kms of the park was $21.65, well below the average of other parks surveyed in 1984. In fact this was the lowest average given.
- the majority of the expenditure was for food and drink followed by fuel & transportation, as was the case in the 1978 survey.

Market Area:

- the primary day use market was young families.
- visitors from Ontario accounted for 94% of the users, with 78% originating from the Central Region.
- border provinces and border States each accounted for 3%.
- the majority of visitors (41%), used their permanent residence for accommodation, while 21% stayed at provincial campgrounds and 10% at private campgrounds.

Marketing and Promotional Information:

- the reasons people chose the park (closeness, visiting friends) are things that should be promoted.
- reasons for enjoyment of park visit included: quiet/relaxing (19%), natural setting (17%) and the cleanliness (12%).
- 64% of the visitors were aware of park advertising and of these visitors 24% were influenced by the ads in choice of park.
- there was a high awareness of TV ads (71%), with newspapers (55%), and magazines (45%), following.
- a very small percentage were aware of special events (9%) and of that figure only 13% were influenced by special events.
- 76% indicated special events would encourage them to visit.
- 24% visited other facilities and attractions including local attractions (25%), and picnic sites (25%).

Park-Specific Topics:

- 88% of the visitors found the publications to be adequate, while those who disagreed did not get one.
- 44% favoured the use of credit cards while 21% did not agree.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1978	66.5	23.8	1.1	8.6	0.0	0.0
1984	65.1	18.6	2.3	11.6	2.3	0.0

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1978	0.5	26.8	16.1	24.2	11.8	4.1	4.6	11.8	4.4
1984	2.2	17.8	13.3	35.6	8.9	0.0	2.2	20.0	8.7

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1978	29.4	20.1	32.6	. 13.7	4.7
1984	33.7	12.2	36.6	8.7	8.7

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1978	31.8	55.8	8.1	4.3	$3.71
1984	33.4	50.8	2.8	13.0	$26.58

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1978	60.4	39.6	46.0	54.0	11.6	88.4
1984 ,	62.8	37.2	71.4	28.6	25.0	75.0

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1978	-	-	-	-	-	-
1984	-	-	-	83.7	11.6	4.7

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1978	0.0	1.4	0.0	0.0	0.3	3.1	63.3	27.9
1984	0.0	0.0	0.0	0.0	0.0	6.3	78.1	9.4

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border U.S.A.	Other U.S.	Other
1978	96.0	0.0	0.3	3.2	0.3	0.0
1984	93.8	3.1	0.0	3.1	0.0	0.0

Selkirk - Day Visitor

Selkirk - Day Visitor

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1978	80.8	-	77.4	2.0	1.4	11.8	2.0	-	-	3.9	16.5	66.5	11.2
1984	89.4	72.3	68.1	8.5	2.1	21.3	10.6	68.1	53.2	14.9	31.9	89.4	23.4

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	2.1	3.3	0.4	2.5	4.3	-
1984	8.5	10.6	0.0	6.4	10.6	8.5

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	30.2	38.1	1.0	0.0	-	1.7	0.5	15.0	7.3	0.5	5.8
1984	18.4	18.4	0.0	0.0	18.4	0.0	0.0	28.9	7.9	0.0	7.9

	INTERPRETIVE/RECREATIONAL PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	91.1	0.0	8.9

Selkirk - Day Visitor

	ACCOMMODATION USED WHILE AT PARK								
	Perm. Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1978	-	-	-	-	-	-	-	-	-
1984	41.4	20.7	0.0	6.9	0.0	0.0	0.0	10.3	20.7

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1978	24.1	-	18.8	6.0	1.3	1.3	-	18.2	3.7	-	1.3	15.6	9.7	-	-	-
1984	19.3	0.0	17.5	12.3	0.0	0.0	0.0	15.8	0.0	0.0	1.8	29.8	10.5	3.5	0.0	3.5

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1978	5.7	3.4	29.8	3.0	0.5	9.8	0.5	0.5	0.5	20.8	3.5	-
1984	5.6	5.6	16.7	2.8	0.0	8.3	0.0	0.0	0.0	16.7	5.6	25.0

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	aver.
1978	1.2	10.6	10.5	14.6	17.3	12.1	33.0	-
1984	11.9	0.0	0.0	2.4	9.5	16.7	71.4	6.4

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
10.4	0.0	-	-	-	-	11.5
2.8	0.0	0.0	2.8	-	-	8.3

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	28.5	5.7	4.1	4.7	8.5	6.1	9.0	7.0	7.2	0.0	4.7
1984	35.0	5.0	5.0	10.0	7.5	5.0	5.0	5.0	0.0	-	0.0

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	6.6	0.0	7.9
1984	2.5	-	20.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	64.4	35.6	24.0	76.0

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	9.1	90.9	18.2	81.8	75.9	24.1

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	23.8	76.2

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	70.8	37.5	62.5	45.8	4.2	8.7

Selkirk - Day Visitor

SELKIRK (1984)

CAMPER

Users:

- party type had not changed significantly since 1978.
- families represented the largest proportion (46%), followed by couples (39%).
- there had been a slight decrease in those aged 1-14 to 20%, and those aged 15-24 to 14%, while the 25-64 year-olds had increased.
- average party size in 1984 was 2.8 persons.

Extent of Use:

- 56% of campers were previous visitors to the park, which was an increase of 11% since 1978.
- most of those (86%) previous visitors, had been in the park the previous year, all of those had camped (an increase from 30% in 1978).
- as in 1978, 46% were on vacation, and 54% were on weekend trips.
- 59% used the park as a main destination, 16% as one of several destinations and 24% as a stopover.
- the average length of stay increased to 4.8 nights from 2.5 in 1978.

Activities and Use of Facilities:

- 29% of visitors felt that interpretive/recreation programs were adequate.
- participation in casual play (55%), viewing/photographing plants and animals (29%), playground (29%), viewpoints (37%), guided walks (13%), staff recreation (13%), staff presentations (13%), and fishing (24%) all increased since 1978.
- as well as the above activities, picnicking, sunbathing, swimming, hiking, walking/jogging, and relaxing had participation rates above 30%.
- relaxing and swimming were the activities that campers spent the most time doing.

Camping Equipment Used:

- use of travel trailers as a first piece of equipment was 34% while tents were used by 26%.

Recommended Improvements:

- 37% of those surveyed recommended improvements in the area of showers (installation of showers).
- sanitation improvements were recommended by 14%.
- improvements to other facilities ranked third at 12% followed by more recreational programs at 11%.

Why Choose Park:

- the main reason campers chose Selkirk was the fact it was close to residence (28%).
- other reasons people chose the park were convenience, past experience, natural setting, and quiet, remote, and uncrowded atmosphere, all with 9%.

Expenditures:

- within 40 kms of the park, the average of total expenditures was $88.72 which was quite a bit lower than the provincial average.
- the majority of expenditure was for food & drink followed by fuel and transportation.

Market Area:

- the target area remained young families followed by couples.
- Central Ontario accounted for 62% of the campers, followed by the Southwestern Region with 17%.
- a total of 86% of the visitors were from Ontario, 10% were from border States, and 3% were from other U.S.A.

Market Promotional Information:

- Selkirk was used by 59% as a main destination park.
- 24% used the park as a stopover.
- 54% of the campers were on a weekend-type trip.
- the quiet and relaxing atmosphere was the reason 32% enjoyed their stay.
- other reasons included campsites (12%), cleanliness (10%), and the friendly atmosphere (9%).
- 84% of the campers were aware of advertising and of that percentage, 12% were influenced by the ads in their choice of park.
- 75% were aware of TV ads, 53% were aware of ads in newpapers and magazines, and 28% were aware of radio ads.
- 28% of the campers were aware of special events.
- of those who were aware of special events, 22% said they were influenced to visit by the events. This is the highest percentage of all parks surveyed.
- 25% of visitors to the parks also visited other facilities and attractions in the area including a town (60%).

Park-Specific Topics:

- 84% of visitors felt publications were adequate; all those disagreeing did not get one.
- 34% favoured use of credit cards, 37% did not and 29% had no opinion.
- 87% of visitors agreed with noise control and 66% found it effective.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1978	46.2	39.9	2.7	8.6	2.7	0.0
1984	46.2	38.5	0.0	7.7	5.1	2.6

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1978	3.4	44.6	14.5	18.6	9.1	5.1	1.4	3.4	3.2
1984	5.4	48.6	13.5	24.3	5.4	2.7	0.0	0.0	2.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1978	21.8	18.0	23.8	22.1	14.3
1984	19.8	13.9	25.7	29.7	10.9

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM. OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1978	22.4	54.0	9.0	14.6	$18.38
1984	28.9	40.0	10.0	21.1	$105.45

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1978	44.7	55.3	34.6	65.4	29.5	70.5
1984	56.4	43.6	86.4	13.6	100.0	0.0

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of several	Stop-over
1978	48.7	46.3	5.0	59.4	17.8	22.8
1984	53.8	46.2	0.0	59.5	16.2	24.3

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1978	0.0	0.0	0.3	0.0	1.0	3.5	55.5	20.4
1984	0.0	0.0	3.4	0.0	0.0	3.4	62.1	17.2

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1978	80.7	1.3	1.3	8.5	6.0	1.0
1984	86.1	0.0	0.0	10.3	3.4	0.0

SELKIRK - CAMPER

SELKIRK - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1978	27.6	-	57.4	3.3	4.0	49.3	11.0	-	44.5	9.2	17.6	86.4	26.8
1984	31.6	68.4	57.9	10.5	5.3	36.8	10.5	92.1	55.3	28.9	28.9	94.9	36.8

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1978	1.5	5.5	0.7	1.5	11.0	11.4
1984	13.2	5.4	13.2	13.2	23.7	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1978	52.2	15.2	2.2	-	-	6.7	0.4	0.9	8.0	0.4	2.2
1984	40.5	16.2	0.0	10.8	8.1	2.7	0.0	2.7	2.7	0.0	16.2

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	28.6	25.7	45.7

SELKIRK - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1978	30.5	21.1	31.6	9.1	10.1	7.0
1984	26.3	23.7	34.2	0.0	0.0	15.8
.						

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	42.9	14.3	0.0	14.3	28.6	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1978	28.5	10.7	13.0	11.6	-	1.6	-	40.1	3.8	-	-	13.5	-	1.6	-	6.6
1984	31.6	12.3	3.5	10.5	0.0	0.0	0.0	7.0	0.0	1.8	8.8	17.6	0.0	0.0	0.0	7.0

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1978	5.3	1.0	11.3	1.5	2.5	6.8	1.5	2.3	1.8	27.7	0.0	-
1984	0.0	0.0	4.7	1.6	0.0	10.9	3.1	0.0	0.0	14.1	12.5	37.5

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
0.5	4.8	5.3	-	-	-	18.6
1.6	-	9.4	-	0.0	0.0	4.7

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1978	32.1	28.3	21.7	13.8	4.1	-	-	2.5
1984	25.6	12.8	28.2	20.5	7.7	0.0	5.1	4.8

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1978	17.7	13.9	5.7	1.4	5.7	4.8	8.9	6.2	2.2	4.8	1.9
1984	27.9	9.3	4.7	0.0	4.7	9.3	9.3	4.7	4.7	2.3	7.0

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1978	7.2	3.8	15.8
1984	9.3	0.0	7.0

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	83.8	16.2	12.5	87.5

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	28.2	71.8	22.2	77.8	64.0	36.0

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	25.0	75.0

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	75.0	28.1	53.1	53.1	6.3	21.9

SELKIRK - CAMPER

SIBBALD POINT (1984)

DAY USE

Users:

- families decreased 8% from 1974 to 1979 and then increased 13% until 1984.
- couples remained stable between 1974 and 1979 (at 22%) but fell to 15% in 1984.
- groups of friends increased steadily from 16% in 1974 to 21% in 1984.
- the 25-44 age group represented 36% of day visitors in 1984, which is a slight increase over 1974.
- those 45-64 decreased from 23% since 1974 (to 11%).
- those 15-24 decreased 24% in 1974 to 21% in 1984.
- average party size was 5.2 persons.

Extent of Use:

- 7% were previous visitors to the park, 78% of these visited the previous year and 16% were campers.
- 88% of the visitors used the park as a main destination, as compared to the average for the parks surveyed of 69%.
- average length of stay was 6.3 hours. 67% of the visitors stayed more than 6 hours compared to only 37% in 1974.
- the return rate was 5% higher than the average for the parks surveyed.

Activities and Use of Facilities:

- 37% felt interpretive and recreation programs were adequate.
- participation in picnicking (83%), swimming (92%), playground (29%), and relaxing (81%), had each inccease significantly since 1979.
- the above activities and sunbathing had participation rates above 30% in 1984.
- activities day visitors spent the most time doing were: swimming (34%), picnicking (17%), relaxing (17%), and sunbathing (15%).

Recommended Improvements:

- 19% recommended sanitation, (an increase of 156% since 1974), and 8% more recreational programs, (an increase of 105% since 1979).
- other recommended improvements were beach/swimming (13%), picnic area (8%) and showers (17%).

Why Choose Park:

- closeness was an important factor, (41%), as was facilities, and recreation opportunties (10%). The beach also proved significant (8%).

Expenditures:

- the average day visitor spent $60.48 which was substantially lower than the average for those parks surveyed. The majority (40.7% and 38.1%) was spent on food and transportation respectively.

Market Area:

- the primary market was young families, but groups of friends also dominated.
- compared to the average, there were more 15-24 year olds and fewer visitors over the age of 45.
- 95% of the visitors were from the Central Region of Ontario.
- the local market was important because 29% were staying at their permanent residence, with 13% at a friends or relatives.

Marketing and Promotional Information:

- provincial campgrounds (29%), hotels (6%), and private campgrounds (5%), were used as accommodation while visiting the park.
- 66% were aware of park advertising and 15% were influenced by the advertisements.
- only 8% were aware of special events and only 9% were influenced by them.
- 68% indicated that they would be encouraged by special events to visit in the future.
- 89% used the park as a main destination.
- 29% indicated they stayed at their permanent residence while using the park.
- 19% of the visitors also visited facilities and attractions outside of the park. Those mentioned most often included washrooms (19%) and restaurants, stores and beach all having a 7% response.

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1974	59.0	21.7	0.7	15.6	1.4	0.2
1979	54.2	21.1	3.0	17.1	2.4	2.2
1984	61.5	14.6	1.3	20.6	0.9	1.1

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1974	27.4	24.3	32.9	.13.4	2.0
1979	28.9	22.8	30.5	14.9	2.9
1984	28.2	21.5	35.9	11.5	2.9

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1974	73.6	26.4	-	-	-	-
1979	77.2	22.8	60.7	39.3	13.7	86.3
1984	78.6	21.4	77.9	22.1	16.5	83.5

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algon-quin	East-ern	Cent-ral	South-West
1974	0.0	0.0	0.0	0.2	0.1	0.0	93.8	0.4
1979	0.0	0.0	0.4	0.0	1.0	0.6	96.1	1.2
1984	0.0	0.0	0.0	0.0	1.0	0.5	94.8	0.5

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1974	-	-	-	-	-	-	-	-	-
1979	3.0	25.4	13.1	19.3	14.2	8.3	3.6	13.1	6.3
1984	0.7	18.3	13.3	25.5	14.8	11.3	4.8	11.3	5.2

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Enter-tainment	Miscell-aneous	Total Aver.$
1974	-	-	-	-	-
1979	21.9	42.5	17.0	18.6	$ 10.47
1984	38.1	40.7	8.6	12.5	$60.48

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1974	-	-	-	-	-	-
1979	-	-	-	-	-	-
1984	-	-	-	87.6	10.2	2.2

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border U.S.A	Other U.S.A	Other
1974	94.5	0.0	-	0.4	-	1.1
1979	99.3	0.2	0.0	-	0.2	0.0
1984	96.8	0.3	1.3	0.3	0.3	1.0

SIBBALD POINT - DAY VISITOR

	REASON FOR CHOOSING PARK										
	Close	Convenient	Recommended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1974	46.4	2.5	5.4	0.0	-	-	-	-	-	-	-
1979	35.4	4.6	4.1	1.9	3.5	4.9	11.3	7.2	9.4	2.9	6.1
1984	40.9	1.3	5.2	3.1	2.9	7.4	5.4	3.8	8.1	-	10.1

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1974	-	-	-
1979	2.4	-	6.4
1984	3.1	-	8.5

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	65.6	34.4	14.9	85.1

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	8.1	91.9	9.3	90.7	68.2	31.8

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	18.8	81.2

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	Newspaper	Magazine	Transit Shelter	Other
1984	47.8	26.0	28.6	27.4	10.4	11.4

SIBBALD POINT - DAY VISITOR

SIBBALD POINT - DAY VISITOR

	ACCOMMODATION USED WHILE AT PARK								
	Perm., Resid.	Prov. Campgrd.	Hotel/ Motel	Friend/ Relative	Resort/ Lodge	Cabin/ Cottage	Private Cottage	Private Campgrd	Other
1974	-	-	-	-	-	-	-	-	-
1979	-	-	-	-	-	-	-	-	-
1984	29.1	28.7	5.9	13.4	0.8	1.6	3.1	5.1	12.2

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Picnic	Uncrow-ded	Good Weather	Clean Lake
1974	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1979	15.5	-	16.2	7.9	3.8	1.7	-	19.4	4.4	-	2.6	12.8	4.0	4.3	7.4	-
1984	6.4	2.9	4.7	4.5	4.3	0.2	2.1	34.0	1.2	0.4	2.3	29.5	7.6	0.4	0.6	7.6

	RECOMMENDED IMPROVEMENTS										
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1974	16.3	1.6	17.3	5.5	0.5	-	-	5.1	-	10.4	20.1	-
1979	15.8	6.6	20.1	-	1.3	4.0	-	4.0	2.0	7.3	9.6	-
1984	4.7	7.6	13.4	1.6	0.8	8.2	2.6	0.5	3.4	18.7	4.2	16.6

	LENGTH OF STAY (HOURS)							
	0-1	1-2	2-3	3-4	4-5	5-6	6+	Aver.
1974	-	-	-	-	-	-	-	6.3
1979	0.9	2.8	11.1	14.4	16.8	16.5	37.3	-
1984	5.2	1.6	2.0	4.3	10.6	14.7	66.7	6.3

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
2.5	-	-	-	-	-	-
3.6	-	2.3	6.0	5.0	-	12.6
2.4	3.9	2.6	3.7	-	-	5.0

SIBBALD POINT - DAY VISITOR

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/Jog	Casual Play	View/Photo	Play-ground	Relax	View-points
1974	-	-	-	-	-	-	-	-	-	-	-	-	-
1979	62.2	-	67.7	7.8	6.8	10.2	2.6	11.1	41.6	5.0	14.9	54.8	13.5
1984	83.5	71.0	91.6	5.7	5.7	8.6	4.2	54.3	60.2	13.8	28.9	80.6	16.9

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1974	-	-	-	-	-	-
1979	1.4	9.4	1.2	1.2	8.0	24.4
1984	6.6	9.5	2.2	1.5	11.9	9.0

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1974	36.6	33.6	1.2	-	-	1.5	0.0	8.6	5.9	0.2	12.4
1979	26.7	32.4	2.7	1.2	-	2.9	3.4	7.8	8.6	0.2	13.7
1984	16.6	33.7	1.5	2.2	14.9	0.0	1.0	16.8	4.9	0.0	8.5

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	35.3	7.2	57.5

SIBBALD POINT (1984)

CAMPER

Users:

- in 1984, families were in a slightly greater proportion than in 1975, but represented a decrease from 1979.
- couples had increased steadily to 28% from 25% in 1975.
- groups of friends represented 23% of all parties in 1975, 12% in 1979 and 16% in 1984.
- the 25-44 age group had increased 24% since 1975 to 37% of the total visitors.
- those 15-24 decreased 40% to 24% in 1984.
- those 45-64 increased 127% from 1975 to 1979 and had remained stable.

Extent of Use:

- 73% were previous visitors to the park which was a 7% increase over 1979.
- of that 73% who had visited before, 72% visited the previous year, the majority of those were campers.
- weekend trips had decreased since 1975.
- vacation trips had increased from 1975 to 1979 by 138% and now have decreased to 38% of total visitors.
- 80% used the park as a main destination which was similar to other years.
- for 17%, the park was one of several destinations, an increase from 1975, and only 2% used the park as a stopover.
- the return rate was 73% for Sibbald Point, compared to the average of 49% for the other parks surveyed.

Activities and Use of Facilities:

- over 1/3 of all respondents felt that the interpretation and recreation programs were adequate.
- participation in swimming (93%), biking (19%), relaxing (96%), viewpoints (42%), displays (38%), and fishing had increased since 1975.
- as well as the above activities, picnicking, sunbathing, hiking, walking, and viewing and photographing plants and animals each had participation rates above 30% in 1984.
- relaxing (29%), swimming (26%), and sunbathing (14%), were activities campers spent the most time doing.

Camping Equipment Used:

- 56% used tents as a first piece of equipment (a 27% increase since 1979). The tent trailer and van were also commonly used. The use of travel trailers had decreased 45% from 1979 to 1984.

Recommended Improvements:

- 32% recommended improvements to the showers in 1984 (a 106% increase from 1979).
- 19% mentioned sanitation (a 31% increase from 1979).
- 9% mentioned more recreation programs (an increase of 123% from 1979).

Why Choose Park:

- approximately (46%) of the respondents chose closeness as being a consideration.
- facilities and recreation activities was also a consideration with 11% responding.

Expenditures:

- the average total expenditure was $143.44. This was slightly above the average for those parks surveyed.
- over 47% of this total was spent on food and beverages while fuel and transportation accounted for 21%.

Market Area:

- the target market remained young families, most of which represented previous visitors.
- Central Region accounted for 83% of campers.
- a total of 91% were from Ontario with 5% from the U.S.A., with increases occurring in American visitors.
- 46% of respondents chose the park because it was close, compared to the average of 10%, meaning the local market is important.

Marketing and Promotional Information:

- 73% were aware of park advertising and 16% were influenced by the advertisements in their choice of park.
- 50% were aware of television advertisements, 31% of newspaper and magazines, and 24% of radio.
- 49% indicated that they would be encouraged by special events to visit the park in the future.
- 34% of respondents were aware of special events.
- 10% were influenced by the events to visit the park.
- over 50% of the campers visited attractions and facilities outside of the park. Those mentioned most often included: stores/restaurants (29%), town (10%) and theatre (8%).

SIBBALD POINT - CAMPER

	TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1975	-	-	-	-	-	-
1979	44.2	28.8	14.6	4.9	4.9	2.0
1984	56.1	23.5	8.1	3.2	5.0	4.1

	SECOND TYPE OF EQUIPMENT USED					
	Tent	Tent Trailer	Travel Trailer	Truck Camper	Van	Motor Home
1984	66.7	4.2	0.0	6.3	22.9	0.0

	REASON FOR ENJOYING VISIT															
	Quiet/ Relax	Camp-sites	Natural Setting	Clean	Water Fac.	Walk/ Hike	Canoe/ Sailing	Swim/ Beach	Facil-ities	Wild-life	Frie-ndly	Other	Showers	Clean Washrms	Fishing	Staff
1975	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1979	15.4	13.3	15.1	6.6	2.4	2.4	-	14.5	3.0	-	3.9	15.2	3.0	1.2	-	6.3
1984	15.6	20.0	3.8	3.5	2.9	1.5	1.2	22.7	0.9	0.3	1.2	22.0	0.9	0.6	0.6	2.4

	RECOMMENDED IMPROVEMENTS											
	Leave as is	Picnic Area	Beach/ Swim	Boat Fac.	Trails	More rec. Programs	Interp. Progs.	Infor-mation	Noise Control	Sani-tation	Other Facilities	Showers
1975	9.3	0.0	2.6	2.6	0.4	4.8	0.0	1.3	19.8	33.0	14.5	-
1979	5.9	0.5	3.4	0.5	0.5	3.9	1.5	2.0	10.8	14.7	9.3	15.7
1984	1.9	1.6	4.3	0.3	1.6	8.7	5.3	1.6	4.7	19.3	5.3	32.3

	LENGTH OF STAY (NIGHTS)							
	1	2	3	4-7	8-14	15-21	22+	Average
1975	35.0	47.1	10.1	6.3	1.5	-	-	-
1979	16.8	27.9	18.3	23.4	13.7	-	-	4.9
1984	10.3	39.4	18.3	20.7	8.5	2.3	0.5	3.9

RECOMMENDED IMPROVEMENTS (CON'T)						
Concess-ions	Clean Grounds	Camp-sites	Fees/ Reg'ns	Animal Control	Spray for Insects	Other
1.3	2.2	3.1	-	-	-	4.8
3.9	-	2.9	2.0	7.4	-	15.2
0.0	-	5.3	-	0.6	0.0	7.5

	TYPE OF PARTY					
	Family	Couple	Group	Friends	Single	Other
1975	47.5	25.5	1.0	22.9	-	3.2
1979	58.5	27.1	0.5	11.6	0.5	2.4
1984	51.6	28.0	0.9	15.6	2.2	1.8

	AGE DISTRIBUTION				
	1-14	15-24	25-44	45-64	65+
1975	25.3	39.8	30.0	4.3	0.6
1979	29.6	23.5	33.5	10.2	3.3
1984	25.8	24.5	37.2	10.5	2.0

	PREVIOUS VISIT TO PARK		VISIT LAST YEAR		CAMPED IN PARK LAST YEAR	
	YES	NO	YES	NO	YES	NO
1975	60.6	39.4	-	-	-	-
1979	68.1	31.9	42.1	57.9	54.2	45.8
1984	72.7	27.3	72.5	27.5	86.1	13.9

	ORIGIN BY M.N.R. REGION							
	North-West	North-Cent.	North	North East	Algonquin	Eastern	Central	South-West
1975	-	-	-	-	-	-	-	-
1979	0	0	0.5	0.5	0.5	1.9	79.8	9.2
1984	0	0.5	0	0	2.4	2.9	83.3	2.4

	PARTY SIZE								
	1	2	3	4	5	6	7	8+	Aver.
1975	2.4	32.1	16.6	26.0	11.3	5.0	1.2	5.4	-
1979	0.5	32.3	17.9	29.9	6.5	7.5	3.5	2.0	4.0
1984	3.1	34.6	12.7	27.2	11.8	8.3	1.3	0.9	3.6

	EXPENDITURES (% of total average expenditures) WITHIN 40 KM OF PARK				
	Fuel and Transport.	Food and Drink	Entertainment	Miscellaneous	Total Aver.$
1975	-	-	-	-	-
1979	19.3	50.2	12.9	17.6	$49.56
1984	20.7	47.5	11.1	20.7	$143.44

	TYPE OF TRIP			ROLE OF THE PARK		
	Weekend	Vacation	Other	Main Dest.	One of Several	Stop-over
1975	73.1	20.5	6.3	83.5	6.8	9.7
1979	47.3	48.8	3.9	76.4	16.7	6.9
1984	56.8	38.3	4.8	80.3	17.5	2.2

	ORIGIN					
	Ontario	Border Prov.	Other Canada	Border USA	Other USA	Other
1975	91.6	-	0.5	-	6.7	1.2
1979	92.9	1.9	0	1.5	1.0	0
1984	91.5	1.4	1.0	3.3	1.4	1.4

SIBBALD POINT - CAMPER

	REASON FOR CHOOSING PARK										
	Close	Conven-ient	Recomm-ended	Visiting Friends	General Interest	Past Exper.	Natural Setting	Clean/ Well Kept	Beach/ Swimming	Aquatic Rec.	Facilities/ Rec. Opport.
1975	47.4	4.5	9.7	2.3	4.5	10.1	3.2	1.3	6.2	0.6	6.4
1979	29.3	4.6	7.8	2.3	3.3	3.9	8.8	5.2	6.5	1.6	9.5
1984	45.8	1.1	2.5	2.5	1.8	9.2	7.0	1.1	7.4	1.1	10.9

	REASON FOR CHOOSING PARK (CON'T)		
	Quiet/ Uncrowded	Prefer Prov. Park	Other
1975	0.0	1.9	2.3
1979	2.0	1.0	14.3
1984	4.6	0.4	4.9

	AWARE OF ADS		ADS INFLUENCE CHOICE OF PARK	
	Yes	No	Yes	No
1984	72.6	27.4	16.2	83.8

	AWARE OF SPECIAL EVENTS		INFLUENCE OF SPECIAL EVENTS		SPECIAL EVENTS ENCOURAGE FUTURE VISIT	
	Yes	No	Yes	No	Yes	No
1984	34.4	65.6	10.4	89.6	49.0	51.0

	VISIT ATTRACTIONS OUTSIDE OF PARK	
	YES	NO
1984	50.7	49.3

	TYPE OF ADVERTISING AWARE OF					
	T.V.	Radio	News-paper	Mag-azine	Transit Shelter	Other
1984	50.2	23.8	30.9	30.9	11.7	17.9

SIBBALD POINT - CAMPER

SIBBALD POINT - CAMPER

	ACTIVITIES PARTICIPATION												
	Picnic	Sun-bathe	Swim	Motor-boat	Canoe	Hike	Bike	Walk/ Jog	Casual Play	View/ Photo	Play-ground	Relax	View-points
1975	40.3	-	81.5	10.6	7.1	28.4	8.2	-	60.7	35.9	21.1	73.4	26.4
1979	30.4	-	81.8	12.3	10.8	27.9	22.5	-	56.4	14.3	27.0	78.9	33.8
1984	46.7	85.0	92.9	9.3	12.8	35.4	19.5	84.5	66.8	38.5	22.1	96.0	41.6

	ACTIVITIES PARTICIPATION (CON'T)					
	Guided Walks	Displays	Staff Rec.	Staff Present.	Fish	Other
1975	5.4	24.2	-	24.1	17.5	-
1979	6.9	32.8	11.3	23.5	20.6	-
1984	8.8	38.1	15.9	13.7	27.0	-

	ACTIVITY SPENT MOST TIME AT										
	Relax	Swim	Fish	Walk	Sun-bathe	Hike	Canoe	Picnic	Casual Play	View Points	Other
1975	-	-	-	-	-	-	-	-	-	-	-
1979	38.8	25.4	1.8	-	-	4.1	1.2	4.1	9.4	0.0	7.1
1984	29.4	26.1	2.8	3.8	14.2	0.0	0.5	8.5	1.9	0.5	12.3

	INTERPRETIVE/RECREATION PROGRAMS ADEQUATE		
	Yes	No	Don't Know
1984	33.0	10.7	56.3

21. Did you use facilities or visit attractions outside the Park?
① Yes ② No If yes, which facilities or attractions? ▼(Write in your response)

☐ 32

33 ☐☐ 34
35 ☐☐ 36
37 ☐☐ 38

22. Where is your permanent residence located?

Nearest village, town, city ____________

Province, State ____________ 39 ☐☐☐☐☐ 43

Thank you for your assistance.

If accidentally carried from the Park, please mail to:

Parks and Recreational Areas Branch
Ministry of Natural Resources
Queen's Park
Toronto, Ontario M7A 1W3

Ontario
Ministry of Natural Resources

Park Camper Survey

Name of Park ____________

Park Code 1 ☐☐☐ 2 4 Questionnaire No. 5 ☐☐☐☐ 8 Record No 1 9

Help plan your Provincial Parks.

Please complete this Questionnaire only if you are camping overnight in this park.

You have been selected to represent the people who use our Provincial Parks. The information you give here will be used to help improve our Parks and provide the kinds of activities and facilities you enjoy.

Instructions: Unless otherwise specified, please enter one number in the appropriate box to facilitate processing. Do not fill in the shaded boxes (for office use only).

Example - If your response to Question two is 5 people in your group, then code 0 5

1. Which of the following best describes your group (together on the same campsite)? (Select one only).
① Family ② One couple, only ③ Organized group (ie. troop, team, club, etc.)
④ Group of friends ⑤ Single ⑥ Other (please specify)▼ ☐ 10

2. How many people are in your group? 11 ☐☐ 12

3. Please indicate the ages for all members in your group:

Age	0-14	15-24	25-44	45-64	65 +
No. of Persons					

13 ☐☐ 14
15 ☐☐ 16
17 ☐☐ 18
19 ☐☐ 20
21 ☐☐ 22

4. Have you visited this Park before?
① Yes ② No ☐ 23

5. With respect to this trip from home, would you consider this Park to be:
① Main destination of this trip? ② One of several planned destinations?
③ Just a stopover enroute? ☐ 24

6. Which of the following best describes this trip from your home?
① Weekend trip ② Vacation trip ③ Other (please specify)▼ ☐ 25

7. a) When did you decide to make this particular visit to the Park?
① Less than 24 hours before arrival ② 1-2 days before arrival
③ 3-7 days before arrival ④ 1-4 weeks before arrival
⑤ 1-3 months before arrival ⑥ over 3 months before arrival ☐ 26

b) If less than 24, please specify how many hours before arrival: 27 ☐☐

8. How did you first learn about this park?▼

592 (86/05)

9. **Why did you decide to visit this park?** ▼

30 31 32 33 34 35

10. **a) Which of the following pieces of equipment are you using on this visit?**

① Tent ② Tent Trailer ③ Travel Trailer ④ Truck Camper

⑤ Van ⑥ Self-propelled motor home ☐ 36

b) If a second piece of equipment is used, indicate by one of the item numbers listed above in a). ☐ 37

Please complete the remaining questions just before leaving the Park. Enjoy your visit and please leave the Questionnaire in the box provided near the Park exit.

11. How many nights did you stay in the Park on this visit? 38 ☐☐ 39

12. a) In order to find out what activities people do in Parks, one person is to be selected from your group and asked to indicate the activities he or she did while in the Park.

1	Picnicking	① Yes	② No	☐	40
2	Motorboating	① Yes	② No	☐	41
3	Swimming/Wading	① Yes	② No	☐	42
4	Trail hiking (non-guided)	① Yes	② No	☐	43
5	Casual play (throwing frisbee, football, etc.)	① Yes	② No	☐	44
6	Visiting historical or nature displays	① Yes	② No	☐	45
7	Hikes, walks (guided/ conducted by staff)	① Yes	② No	☐	46
8	Canoeing	① Yes	② No	☐	47
9	Bicycling	① Yes	② No	☐	48
10	Fishing	① Yes	② No	☐	49
11	Using playground facilities	① Yes	② No	☐	50
12	Viewing or photographing animals or plants	① Yes	② No	☐	51
13	Visiting view-points, scenic lookouts	① Yes	② No	☐	52
14	Attending staff organized interpretive or recreational programs (slide shows, etc.)	① Yes	② No	☐	53
99	Other (please specify)	① Yes	② No	☐	54

b) Which activity listed above in a) did you spend the most time doing? (Indicate by item number ☐.) 55 ☐☐ 56

c) Are there any additional activities or interpretive/recreational programs you would like to participate in if they were available in the park?

① Yes ② No If yes, please specify: ☐ 57

58 59 60 61 62 63

13. Did you camp at this Park to participate in a specific activity?

① Yes ② No If yes, please specify: ☐ 64

14. **Please estimate your group's trip-related expenditures in Ontario within 40 km. (25 miles) of this Park. If you live in the defined area, also include an estimate of expenditures. Estimates should be made to the nearest dollar. Exclude park fees.**

Fuel and transportation	$ 67
Food and beverages	$ 70
Attractions and entertainment	$ 73
Miscellaneous (ie. souvenirs)	$ 76

1 2 4 5 8

For the following questions please write your response in the space provided.

15. Please indicate what you enjoyed most about your visit to this Park.

10 12 14

16. a) Have you camped in a Private Campground in the past?
(If yes, continue. If no, skip to question 17).

① Yes ② No

b) Why did you choose to visit a Provincial Park rather than a Private Campground for this particular visit? ▼

17

17. Please indicate what could be done to improve or make your visit to this Park more interesting and enjoyable. ▼

19 21 23

18. Is there anything in particular about this park, its facilities or staff that would encourage you to return?

① Yes ② No If yes, please specify:

26

19. What is your primary source for information about Provincial Parks? ▼

20. Does the source you identified in Question 19 provide adequate and accurate information?

① Yes ② No If no, what improvements could be made?

30

Please see reverse side

Ontario
Ministry of Natural Resources

Park Day Visitor Survey

Name of Park

Park Code	Questionnaire No.	Record No.
1 ☐☐☐ 1 4	5 ☐☐☐☐ 8	1 9

Help plan your Provincial Parks. Please fill out this Questionnaire.

You have been selected to represent the people who use our Provincial Parks. The information you here will be used to help improve our Parks and provide the kinds of activities and environments you enjoy.

Instructions: Unless otherwise specified, please enter one number in the appropriate box to facilitate computer processing. Do not fill in the shaded boxes (for office use only).
Example - If your response to Question two is 5 people in your group, then code 0 5

1. Which of the following best describes your group (travelling together in one vehicle)? (Select one only.)
   ① Family ② One couple, only ③ Organized group (ie. troop, team, club, etc.)
   ④ Group of friends ⑤ Single ⑥ Other (please specify) ▼

2. How many people are in your group? 11

3. Please indicate the ages for all members in your group. 13 15 17 19 21

Age	0-14	15-24	25-44	45-64	65+
No. of Persons					

4. Have you visited this Park before?
   ① Yes ② No

5. With respect to this trip from home, would you consider this Park to be:
   ① Main destination of this trip? ② One of several planned destinations?
   ③ Just a stopover enroute?

6. a) When did you decide to make this particular visit to the Park?
   ① Less than 24 hours before arrival ② 1-2 days before arrival
   ③ 3-7 days before arrival ④ 1-4 weeks before arrival ⑤ 1-3 months before arrival
   ⑥ over 3 months before arrival

   b) If less than 24, please specify how many hours before arrival 26

7. How did you first learn about this Park? ▼

8. Why did you decide to visit this Park? ▼ 29

591 (86/5)

Thank you for your assistance.

If accidentally carried from the Park, please mail to:

Parks and Recreational Areas Branch
Ministry of Natural Resources
Queen's Park
Toronto, Ontario M7A 1W3

9. If staying in the vicinity of the Park, what type of accommodation are you using on this Park visit? (Select one only.)

① Permanent residence ② Provincial Park campsite ③ Hotel/Motel
④ Home/Cottage of friends/relatives ⑤ Resort/Lodge ⑥ Commercial cottage/cabin
⑦ Personal cottage ⑧ Private campground ⑨ Other (please specify) ▼ ☐ 35

Please complete the remaining questions just before leaving the Park.
Enjoy your visit and please leave the Questionnaire in the box provided near the Park exit.

10. a) In order to find out what activities people do in Parks, one person is to be selected from your group and asked to indicate the activities he or she did while in the Park.

1	Picnicking	① Yes ② No	☐ 36
2	Motorboating	① Yes ② No	☐ 37
3	Swimming/Wading	① Yes ② No	☐ 38
4	Trail hiking (non-guided)	① Yes ② No	☐ 39
5	Casual play (throwing frisbee, football, etc.)	① Yes ② No	☐ 40
6	Visiting historical or nature displays	① Yes ② No	☐ 41
7	Hikes, walks (guided/conducted by staff	① Yes ② No	☐ 42
8	Canoeing	① Yes ② No	☐ 43
9	Bicycling	① Yes ② No	☐ 44
10	Fishing	① Yes ② No	☐ 45
11	Using playground facilities	① Yes ② No	☐ 46
12	Viewing or photographing animals or plants	① Yes ② No	☐ 47
13	Visiting viewpoints, scenic lookouts	① Yes ② No	☐ 48
14	Attending staff organized interpretive or recreational programs (slide shows, etc.)	① Yes ② No	☐ 49
99	Other (please specify) ▼	① Yes ② No	☐ 50

b) Which activity listed above in a) did you spend the most time doing? (Indicate by item number ☐.) 51 ☐☐ 52

c) Are there any additional activities or interpretive/recreational programs you would like to participate in if they were available in the Park?

① Yes ② No If yes, please specify ▼ ☐ 53

54 ☐☐ 55
56 ☐☐ 57
58 ☐☐ 59

11. Did you visit this Park to participate in a specific activity?

① Yes ② No If yes, please specify ▼ ☐ 60

61 ☐☐ 62

12. Please estimate your group's trip-related expenditures in Ontario within 40 km. (25 miles) of this Park. If you live in the defined area, also include an estimate of expenditures. Estimates should be made to the nearest dollar. Exclude Park fees.

Fuel and transportation	$ 63 ☐☐☐ 65	
Food and beverages	$ 66 ☐☐☐ 68	
Attractions and entertainment	$ 69 ☐☐☐ 71	
Miscellaneous (ie. souvenirs)	$ 72 ☐☐☐ 74	

2

For the following questions please write your response in the space provided.

13. Please indicate what you enjoyed most about your visit to this Park. ▼

10
12
14

14. a) Have you visited a Park other than a Provincial Park in the past to participate in day use activities?

① Yes ② No (If yes, continue. If no, skip to question 15.)

b) Why did you choose to visit a Provincial Park rather than a different one? (ie. Conservation Area, Municipal Park, Public Access Point) ▼

15. Is there anything in particular about this Park, its facilities or staff that would encourage you to return?

① Yes ② No If yes, please specify ▼

16. Please indicate what could be done to improve or make your visit to this Park more interesting and enjoyable. ▼

22
24

17. What is your primary source for information about Provincial Parks? ▼

18. Does the source you identified in Question 17 provide adequate and accurate information?

① Yes ② No If no, what improvements could be made? ▼

19. Did you use facilities or visit attractions outside the Park?

① Yes ② No If yes, which facilities or attractions? ▼

33
35

20. Where is your permanent residence located? ▼

Nearest village, town, city

Provin[illegible]

Please see reverse